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The Official Organ of

the Toronto Ad Club

Economic Advertising

VOLUME 8
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Looking Ahead!

The New Year greets us with a message of confidence, coupled with caution—confidence that a big revival of Canadian trade is to follow, as surely as the day succeeds the night—caution to guard against undue speculation, and to prepare conservatively for the coming business awakening.

Does judicious Advertising hold its rightful place TO-DAY in your business development?

Are you in touch with the best available advice on your advertising problems?

Norris-Patterson Advertising Service

will help make each advertising dollar pay you better.

It is personal, conscientious, expert and thorough—the fact that we have assisted in the development of many large Canadian businesses is your assurance that we can do the same for you.

You may have the benefit of our experience and candid advice without obligation on your part.

Write or 'phone Adelaide 2231 for an appointment.

NORRIS-PATTERSON LIMITED

ADVERTISING AGENCY

MAIL BLDG. - - TORONTO

Economic Advertising

The Official Organ of the Toronto Ad Club

Published in the interests of "more and better advertising".

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

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Condensed Rates, 3 cents a word; Minimum, One Dollar.
NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto.

Vol. 8. Toronto, January, 1915 No. 1

STRAIGHT TALKS

NEW YEAR

IT has been our custom for some years past to review, in brief, in our January issue, the outstanding features of the advertising activities of the previous year, and to endeavor to forecast, with as much accuracy as possible, the outlook for the year to come.

The early months of the past year gave considerable promise of a bumper advertising year, and the climax was fittingly reached in June, when the annual conference of the Associated Advertising Clubs of the World was held in Toronto.

This undoubtedly gave a big fillip to Canadian advertising in general and had not the insane selfishness and arrogance of one man plunged the whole of the civilized world into turmoil at the beginning of August, the early indications of better business all round would have been more than fulfilled.

But in the more than trying weeks that followed, the inevitable happened, and either directly or indirectly nearly every business suffered, while there were but few advertisers with courage enough to look ahead, and by the continuous use of publicity, tighten their hold on the buying public.

Some there were, indeed, who refused to be scared, although the situation was entirely unique, and these maintained their regular schedules. But although there has been a very heavy loss of advertising patronage all around, already a number of advertisers who curtailed or cancelled their advertising have resumed operations.

None would be foolish enough to hazard the opinion that the

IF YOU USE

THE WINDSOR RECORD

it is quite sufficient for the Essex district.

DAILY CIRCULATION
EXCEEDING
7,000
SEMI-WEEKLY
3,500

Economic Advertising

will most effectively cap the efforts of your advertising manager and solicitor to get business for your paper.

It goes regularly into the offices of our leading National Advertisers, reaching a class of desirable customers you may have failed to land, or of whose existence you are unaware.

Use its columns regularly!

It will pay you well!

Economic Advertising
Mail Building TORONTO

HAMILTON NEWSPAPER UNION LIST

is composed of country newspapers with a genuine subscription circulation.

□

More than 75 per cent. of all the newspapers in Canada are Country Weeklies.

□

No advertising proposition can stand beside continuous space in the Local Publications when country people are to be reached.

□

Country trade is valuable, and sticks. It is useless trying to capture it except through the Local Weekly.

□

The largest and most successful advertisers invariably use our list of Country Weeklies.

□

Sworn Circulation for 1913, 2,595,508

Weekly Average, 49,911

Hamilton Newspaper Union
Hamilton, Canada

end of the war is in sight, but it is gratifying to feel that the position of the Allies has improved in every way and is now stronger than at any period of the war.

The enemy has failed in his dash on Paris—he has been prevented from making Calais and Dunkirk, and in the Eastern theatre his progress has been delayed and each week sees the addition of the slow-moving but practically illimitable Russian reinforcements.

On the water, despite a number of most regrettable losses to the British navy, the position remains eminently satisfactory and the balance of naval power still remains largely in favor of the allies. This position will be maintained at all costs, and no amount of coast raiding will induce the British to depart from their avowed policy of keeping their enemy's commerce from the high seas, and of maintaining in safety existing trade routes.

Then, too, after being closed for five months, the London Stock Exchange has reopened with restrictions.

The occasion calls for determination and courage—there can be no lasting peace and no permanent trade expansion until the German menace has been destroyed for all time.

We look with confidence to the future. Christmas trade was far from being bad in Canada—in fact the country districts, with the increased demand for every kind of product, and the bigger prices ruling, are in a better position than for some time past.

Steady, persistent effort will count at this time more than ever before, and this is the New Year's thought we wish to leave with our readers.

May the year nineteen fifteen be reasonably free from trials and troubles for all our readers, and may a bumper measure of health and prosperity follow them through the succeeding year.

GOODWILL

THAT intangible asset that figures on the books of some of our largest advertisers at totals which would paralyze the uninitiated, and yet which, when an idea has once been had of its true worth, is perhaps the most under-estimated item on the credit side of the account.

"Goodwill"—the tendency or inclination of persons, old customers and others, to resort to an established place of business.

Mark you, the tendency—the inclination—better still the "habit" that makes for repeat orders,—and there is no stronger word in our vocabulary than this word "habit."

A habit, good or bad, is the hardest thing in the world to break. The drug habit, the drink habit, the gambling habit,—none will deny the mighty influence they have on our race.

Is there a blockade on your line?

A traffic blockade is not often the result of a general disorganization, but has its inception in a very small obstruction such as a car off the track or a collision. Whatever it is the effect is far reaching.

Let the sale of your goods fall down through lack of co-operation or on account of resistance on the part of the retail trade, and the blockade is soon apparent in your factory or warehouse—help the retailer to sell your goods by priming him with good sales arguments and there'll be no blockade but a steady and increasing traffic.

The retailer is master of the situation, he is the man whom you must keep in touch with and assist to get the best out of your consumer advertising.

Read what one live Canadian manufacturer says:—

Hamilton, Ont., December 17th, 1914.

Messrs. The Dry Goods Review,
143 *University Avenue, Toronto, Ont.*

Gentlemen,—We are in receipt of your circular, "ARE YOUR GOODS HANDLED OR SOLD?" also the article headed "IGNORING THE RETAIL MERCHANT."

Beg to advise that the experience of the Parsons & Parsons Canadian Co. has been exactly as stated in your statement. We thoroughly agree with the position taken by the National Drug & Chemical Company, that it is necessary to interest the Retail Merchant with your article, providing it is worthy of consideration by the public in general throughout Canada. In fact, we consider that our advertising to the trade has been of far greater value to us than any consumer advertising we have ever done. Believing that when we offer and give the trade a satisfactory article and stand back of it in every way, you are bound to obtain results.

Wishing your publication greater success for 1915, *we are,*
Yours very truly,
The Parsons & Parsons Canadian Co.,
H. F. Baldwin, *Gen. Mgr.*
HFB-AM

The one best way to educate the retailer in the handling and *selling* of your goods is through the MacLean trade papers. They reach the best dealers in their respective fields. Note the MacLean list—select the medium which covers your best prospects and write for a sample copy and rate card.

THE MACLEAN LIST

Canadian Grocer
Hardware & Metal
Dry Goods Review
Men's Wear Review
Printer & Publisher
Bookseller & Stationer
Maclean's Magazine
Farmer's Magazine
The Financial Post
Canadian Machinery
The Power House
Sanitary Engineer
Canadian Foundryman
Marine Engineering of Canada

The Maclean Publishing Co., Limited
143-149 University Ave., Toronto

also at

Montreal Winnipeg New York Boston
Chicago, Cleveland and London

But can it be denied that habits for good have any less weight with the average man?

The habit of calling for goods by brand name—of patronizing a certain store, are habits the live merchant lays himself out to cultivate in his customers, and when these habits are permanently imbued in a sufficient number of people—then and not till then, the merchant realises the real meaning of the term "goodwill."

But "goodwill" once acquired, is a delicate infant. It needs nurturing and care and cannot be left to its own devices. One slip in the cogwheel of service—one break in the continuity of publicity —and "goodwill" may vanish in a night.

Present advertising conditions bear our argument out in the most complete manner.

Many a man is now convinced that his goodwill has been more impaired by running consistently in a publication for an extended period and then dropping out suddenly, than if he had advertised all along regularly yet moderately.

There is nothing in the world calculated to destroy the efficacy of a carefully built up "goodwill" like the hit and miss sporadic efforts of some advertisers.

Continuous publicity is the kind that counts. We admit this is trite, but in "keeping everlastingly at it" lies the safeguard for the preservation of the business man's greatest asset—his "goodwill."

HOW NOT TO ADVERTISE

TWO instances came under our notice recently within a block in a suburban district that distinctly told the tale of "how *not* to advertise."

In the first an apparently prosperous shoe merchant with fine double-fronted store on a main street was compelled to assign, and the official appointed sadly missed the easiest way of disposing of his stock.

His method was to completely cover store front and windows with huge placards announcing the fact, and being winter time the door was naturally kept closed, and the public thus precluded from catching even a cursory glance of the good things therein.

The store might as well have been "signed, sealed and delivered" for all the custom that materialized, until some bright advertising genius, not ourselves we will admit, advised the destruction at least of a portion of the posters, and a liberal display of the wares with plain reduced prices.

Result, the stock is moving rapidly, and although one hundred cents in the dollar is a little optimistic, the estate will surely reap a better harvest because of this elementary use of the publicity right at hand.

LONDON, ONTARIO

population given by new city directory—

64,500

The London Free Press

(Member Audit Bureau of Circulations)

Average Net Paid Circulation For Quarter Beginning July 1st,

40,836

Annual detailed sworn statement of circulation including large map showing distribution by counties together with facts and figures about the field served by the Free Press—Western Ontario—mailed on request direct or from

EDGAR J. GUY, Toronto Representative

61 CANADA LIFE BLDG. **PHONE MAIN 2392**

Don't put off your advertising until times improve, but go after the business NOW

by ADVERTISING IN THE

Hamilton Times

The only Liberal paper in a City of 100,000 population.

The Daily and Semi-Weekly reach all classes and cover a large territory.

MAKE the business come your WAY during 1915 by using

The Times

In the second, quite close to the afore-mentioned, a hardware store through apathy, laziness or malice aforethought maintained a sign the full width of the store front throughout the summer months, reading, "skates ground and sharpened."

July 16th was our hottest day last year, and if it was kept in position with the idea of conveying an "ice cream" effect to possible customers, it did its work well. If not, it was—well, it was not good advertising.

How many times, alas, could such failures be duplicated in any centre, and yet we call advertising a Science!

FIGHTING TRUTH FOR A PROFIT

THAT it is not reserved for the big powerful dailies in our leading cities to enjoy the monopoly of "cleaning shop" is shown by the stand taken recently by a leading Connecticut paper.

The argument has often been put forward that it is easy enough for the dailies with circulations running into the hundreds of thousands and with corresponding advertising revenue and wealth behind them to afford to turn down a volume of undesirable advertising, but that such an action on the part of the small daily, especially those with circulation round about five thousand, as we know them by the dozen in Canada, would prove suicidal.

But here is a case in point, the Bridgeburg *Herald*, with sworn circulation of only twenty-five thousand odd—by no means large in comparison, which took the bull by the horns, so to speak, and in one act cut out all advertising considered bad for the health, morals and pocketbook of its readers.

And we have the assurance of the proprietor that this drastic action resulted in the discovery that the great majority of advertisers were honest, and that it pays better to cater exclusively to this great majority than to a mixed clientele.

The idea of barring forever fraudulent, misleading and objectionable copy from this medium had birth in a joint proposal of the advertising manager and the business manager, who frankly stated that their suggestion was not prompted by either religious or moral motives, but that it was a cold-blooded selfish plan—to get more money for themselves and for their newspaper.

No half measures were entertained. The fight was on in earnest from the word "go," and many libel suits were threatened (which did not materialize) by those advertisers whose copy came under the ban.

Hand in glove with this, if we may call it, destructive campaign, large and prominent space was allotted to a series of articles devoted

Tell the story of your merchandise
to those who can afford to buy it—

The Gazette

MONTREAL

will place your case before each member of the well-to-do families of Montreal and its suburbs—the wealthiest community, per capita, in North America.

In Montreal, everybody who is anybody reads THE GAZETTE.

THE GAZETTE PRINTING CO., LIMITED
MONTREAL

THE FARMER'S ADVOCATE AND HOME MAGAZINE

(FOUNDED 1866)

is read with interest by both old and young in the homes of the well-to-do farmers—the largest class of buyers in the Dominion, and the very best class to do business with. It is no wonder, therefore, that *this publication is the favorite* advertising medium with the largest advertisers of Canada.

SAMPLE COPY SENT ON REQUEST

THE WILLIAM WELD CO., Limited
LONDON **CANADA**

to furthering the cause of honest advertising, and the public were told what to avoid and why.

Naturally criticism was rife, and the sincerity of the paper called into serious question, but the single-handed purpose of the paper never wavered, and the result, despite the turning down of undesirable advertising to the tune of $150.00 per issue, has been a gain of over thirty-five per cent. in cash receipts for the year.

It may seem invidious to go outside Canada for an illustration of the claim that to "clean shop" thoroughly is not only desirable, but profitable.

We are aware that a number of Canadian papers have done wonders in this respect, but the leaders in the movement are mostly wealthy journals, of whom the unkind remark might be passed that they can well afford it.

We do not look for the millenium just yet, but if the instance above quoted will induce some of our smaller dailies to follow suit for extra profits' sake, if for nothing else, there is no apology owing for its inclusion.

THE KNOCKER

AFTER God had finished making the rattlesnake, the toad and the vampire, he had some awful substance left with which he made a Knocker. A knocker is a two-legged animal with a corkscrew soul, a water-sogged brain, and a combination backbone made of jelly and glue. Where other men have their hearts he carries a tumor of decayed principles. When the knocker comes down the street, honest men turn their backs, the angels weep tears in heaven, and the Devil shuts the gates of hell to keep him out.— *Newspaperdom.*

THE OMNIPOTENT CONSUMER

NO longer does the retailer assume to dictate what his customer shall buy. It is becoming increasingly the practice for the customer to dictate to the retailer what he shall sell.

No longer can the wholesaler dictate to the retailer what he shall put in stock. The wholesaler hustles to get what the public demands, because that is what the retailer demands of him.

No longer may the manufacturer dictate to the wholesaler, because he is forced by the retailer, who in turn is forced by the consumer.

The only present-day dictator is this ubiquitous consumer. The winning cards are all held by him, and it is the manufacturer's only future hope to draw him for a partner. — *Paul E. Derrick, at the Progress Club, Nottingham, England.*

NEW YEAR'S RESOLVE

THAT in as much as Central and Northern Alberta offers exceptional opportunities for business development during 1915 I will this year advertise in the

EDMONTON JOURNAL

The recognized leader in Circulation and complete news service as well as in display and condensed advertising in this district.

Write today for rate card.

EDMONTON JOURNAL
(Branch of Canadian Newspapers Limited)
Edmonton, Alta.

M. R. JENNINGS, Editor and Gen. Man.
John McLAREN, Business Man.

Eastern Representative, E. J. GUY, Canada Life Bldg. King St. W., Toronto

The
Hamilton Spectator

A MEDIUM THAT NEVER FAILS

The Spectator is a high grade evening newspaper—with the largest circulation in its field by many thousands daily. Its editorials are fair, fearless and independent, and its readers respond to good advertising. Make sure that your announcements appear in The Spectator during 1915.

RECENT ADS.—GOOD AND OTHERWISE

By The Captious Critic

The ad of Gunn's Shur-Gain Beef scrap is noteworthy, chiefly because of its extreme simplicity.

The argument is as convincing as it is simple. Eggs cannot be made without meat any more than

Getting Eggs?
EGGS cannot be made without meat food any more than butter can be made without cream. If you are not getting eggs, it is because you are not giving your hens the material they need to produce them.
Grains and green feed are not complete egg-making foods.
In the natural laying season—summer—hens pick up bugs and worms. These contain the necessary protein to make eggs. In winter, Shur-Gain Beef Scrap takes the place of the natural meat food (worms). It, too, has the necessary protein.
Gunns Shur-Gain Beef Scrap
COUPON
I want help to get more Eggs.
We issue a free Poultry Book—a complete book of instructions, showing clearly, among other things, how to feed for winter eggs.
Write for a copy to-day.
GUNNS LIMITED, WEST TORONTO

butter without cream, and in the winter months when hens are unable to scratch for bugs and worms, some form of feeding which contains the necessary protein is a necessity.

Gunn's specialty under review, just fills the bill, ergo—use Gunn's and eggs are bound to follow.

The ad is well set, with coupon handily placed and the free booklet offered will be eagerly sought for by a large body of poultry keepers.

* * *

Clever use has been made in the Usit Wrinkle Chaser of the fact that this is the identical formula handed down for generations among the oriental nations. The retained beauty of the ancient Egyptian women even at an advanced age is historical, and good capital is made of the fact that by the use of the preparation, modern woman, too, can retain her good looks. I have no method of proving the efficacy of this wrinkle chaser, but the ad is at any rate worded in such a manner as to enlist the interest of particular

The Arab's Secret Has Made Thousands Beautiful
The women of Egypt and Arabia—celebrated throughout all history—retained their beauty—checked the ravages of age—kept their faces as smooth as a child's, free from wrinkles, clear, soft and nicely rounded, by applying to their skin the food it naturally craved, and lacking which wrinkles and lines and drawn muscles inevitably mar their appearance.
The secret of this preparation has been handed down through the centuries from generation to generation. A traveler in Egypt, rendering a service to a Mohammedan Arab, learned from the swarthy Oriental this secret recipe, and received permission to prepare it for general use.
That is the True Story of the Origin of
USIT
Wrinkle Chaser
USIT is a skin food—absolutely it is nothing more nor less than a food which satisfies the hunger of the skin, preventing the formation of wrinkles, and smoothing away any wrinkles which may have form ed. We have not relied on the Arab's word as to powers of the preparation; it has been proved in case after case in Canada. It has smoothed away the wrinkles of old age; it has brought back a creamy complexion after the ravages of wind and sun—not a single, isolated case, but every time it has been tried.
Buy from your druggist a bottle of Usit. Apply it just as did Cleopatra and the noted beauties of old. If this is done before retiring, by morning the food has been entirely absorbed. A few applications will work wonderful changes.
75c
$1.25
USIT MANUFACTURING CO., Limited
444 Roncesvalles Avenue
TORONTO

women, and if it can live up to its claims should have a very extensive sale.

The space used was large enough to command attention, but I think the name is not very happy. It

What You Want—
When You Want It

Our job printing plant is equipped and manned for just the purpose expressed in the above headline.

Whether your printing needs are for a small folder with all copy and designs supplied by yourself or for a large trade catalog with all designs, copy and cuts to be supplied by us, we are equal to the occasion.

And we are equal to all occasions between these extremes.

Give us a trial and you will experience the highest degree of satisfaction with our service.

PHONE, WIRE OR WRITE TO

Acton Publishing Co., Limited

Corner Queen and Gwynne Avenue
TORONTO

TEL. PARKDALE 4171 MONTREAL: 13 Coristine Bldg.
Jas. Acton, President J. J. Gallagher, Managing Director

savors a little too much of a quack nostrum .Would not "Cleopatra's Cream" or something a little more dignified have been better?

* * *

There is too much display in the Epp's Cocoa advertisement. The coupon idea is a good one, but it is a little too much to expect people

Epps's
ALL BRITISH
"EXTRA SPECIAL"
ADVERTISING OFFER
Ever since 1839 thousands of discriminating housekeepers all over the world have used Epps's Prepared Cocoa, which contains an admixture of Arrowroot and Sugar, making a most delicious and nourishing drink. Epps's Prepared Cocoa will be sold as usual. But for the benefit of those who prefer a pure unsweetened Cocoa we are introducing a new tin which is now being sold by all good grocers.
FREE A Large Box of Epps's Delicious Chocolates
CUT OUT THE COUPON BELOW
It is an exact reproduction of the coupon in a 2½c tin of Epps's Cocoa or Cooking Chocolate. This coupon (value 2½c) will be accepted as part of the coupons from $1.00 worth of Epps's Products which will entitle you to this handsome box of chocolates. Only one free coupon will be allowed toward each box of chocolates. Insist on Epps's
In every tin of Epps' Cocoa or Cooking Chocolate there is a Coupon corresponding in value to the price paid for the tin—1c or 2½c. The label panel of tins sent out from the factory before this scheme was started will be accepted as coupons. They have been specially marked.
Cut out this Coupon NOW.
DO IT NOW
Epps's
BEST SINCE 1839
PURE UNSWEETENED
COCOA COUPON
VALUE NUMBER 25 CENTS
GIFT DEPARTMENT,
FREDERICK E. ROBSON & CO.,
25, Front Street East, TORONTO, Ont.
COUPONS MUST BE SENT IN BEFORE JULY 31st, 1918 and will not be accepted if cancelled or defaced.

to wait until they have collected 12 of these coupons from the cans, even though one free coupon is allowed, before they send for this present box of chocolates. The company are generous enough, however, to give a would-be possessor of a box of chocolates a sufficiently long time to gather the necessary coupons, as they are good, I notice, up till July 31st, 1918.

This cocoa, although well known in the old world, has not been heretofore pushed very much in Canada, and this coupon idea is a good one and should help to introduce it.

The fact that this product has been on the market for seventy-five continuous years is a good recommendation of its worthiness.

* * *

Tillson's in the ad reproduced, have hit upon a novel idea of getting the housewife to keep a package of their rolled oats always on hand, and one which at small cost, is bound to attract attention. There are such a number of cereals on the market at the moment that the advertising must be something bewildering to the average housewife, so that any little idea like this, in which the housewife stands a chance of earning a dollar at no trouble to herself, is likely to appeal.

It is not altogether the style of advertising one would associate with a high class breakfast food,

CHANGE OF TIME
Owing to the fact that it gets dark so early at this season of the year,
OUR GIFT MAN
will call on five homes
Friday Afternoons
If you present him with an opened 25c package of delicious nourishing
Tillson's Oats
You Win a Dollar
Remember
He only calls on five homes. YOURS may be the one visited. Watch for him, and order a package to-day. Insist on TILLSON'S.
Canadian Cereal and Flour Mills Limited
TILLSONS
ROLLED OATS
A Food Not a Fad

—it may even be considered by some to smack of cheapness, but if it only makes a large number of housewives keep Tillson's always in the house, it will have achieved its object.

* * *

The Eaton Christmas announce-

The
Central Press Agency
Limited

F. DIVER,
MANAGER

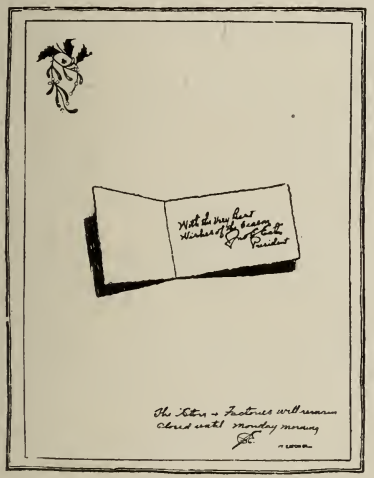
70-76 PEARL STREET
TORONTO

ELECTROTYPERS
NICKELTYPERS
STEREOTYPERS
ENGRAVERS
DESIGNERS
ILLUSTRATORS

READY SET
NEWSPAPER PLATES

ment is always a striking one and generally remarkable for the very liberal use of white space. This year's greeting reproduced, is reduced from a full page ad in the daily press, and as will be noticed is in the nature of a personal message from the president.

The contrast between this and the every day ad with its large



amount of display matter is very noticeable, and the very boldness of this advertising is in keeping with the bigness of the store.

* * *

The Associated Advertising Grocers of Toronto have been using generous space in the daily press, featuring special lines for Friday and Saturday sale, and including the names of 20 dealers who, we are given to understand, are maintaining these reduced prices and sharing in the cost of the advertising. The idea is an excellent one, it might easily be extended to other trades, notably the butchers.

There is so much cry amon the

Associated

Advertising Grocers

Quality and Service

The splendid response to our "ad" in The Star of last Thursday convince us that local householders need only to be told of the many advantages to be secured at the stores of the local grocers. The results have been exceedingly gratifying by an increased volume of business and scores of pleased customers. There is much to be said in favor of patronizing your local grocer. Just as it is a sound principle to buy "MADE-IN-CANADA" products, so the idea can be carried into local practice by dealing as much as possible with the home grocer. This sentiment develops into practical, demonstrated loyalty when householders stand by the dealer in their own locality. It is well to remember that the local grocer is constantly contributing in a score of ways to the building up of domestic interests and the betterment of local conditions. All things being equal, he is well worthy of your patronage. His values are not inflated, then lowered for advertising purposes—his goods are not exaggerated by misleading descriptions, while "smart" practises have no place in his system of business. He wants to do business with you on the SQUARE, or NOT AT ALL, and the service he offers you is all that human capacity and progressiveness can give.

Friday and Saturday Specials

THE FOLLOWING QUOTATIONS ARE FOR THE FINEST QUALITY THAT CAN BE BOUGHT:

15 lbs. Extra Standard Granulated Sugar for $1.00

Nuts, fine mixture, per lb. **15c**

Table Raisins, per lb. **25 to 50c**

Layer Figs, per lb **15c and 20c**

Pulled Prunes, extra fine, per lb. **15c and 20c**

Prunes, extra large size 2 lbs for **35c**

Mince Meat, ready for use, per lb. **15c and 20c**

Ess-Ex-Ent Shortening, 1-lb package **15c**

Fancy Evaporated Apricots, per lb. **42c**

Lima Beans, 4 lbs for **25c**

Irish Fall Turn Mashed Clover Leaf Salmon, per tin **25c**

Comfort, Surprise, Sunlight and Borax Soap, 8 bars for **25c**

Tea, 4 packages for **25c**

Baker's, Fry's, and Cowan's Cocoa, per ½-lb tin **22c**

Dough Nuts, Jersey Cake, Brownies, for **25c**

Good Cooking Apples, 6 lbs for **25c**

Fancy Blenda Grape Fruit, 4 for **25c**

Ard-Ja-Nut Navel Oranges, regular 30c doz, for, per doz **25c**

Extra Large Fancy Navel Oranges regular 50c doz, for, per doz **37c**

Other Special Xmas Lines—Fancy and Plain Confectionery —Fancy Stuffed Glazed and Crystallized Fruits, Peels

Holly, Holly and Mesa Wreaths, Wreathing, etc., and Xmas Trees

Phone Orders Promptly Filled

NAME	STREET	TELEPHONE	NAME	STREET	TELEPHONE
Blood, J., 386	Huron St.,	Col. 7200	Craig, J.C., 468	Spadina Ave.,	Col. 469
Bond, J. S., 220	Gerrard,	Main 1315	De Trafford & Crowley, 493	Bloor W.	Col. 7600
Bone, S., 195	Avenue Road,	North 1759	Ingram, E. & Sons, 504	Yonge St.,	North 5100
Ballard, C. J., 2	Westminster Ave.,	Park 778	McLean, D., 259	Roncesvalles,	Park 788
Bell D. 1364	Bathurst St.	Hillcrest 3954	Nettleton, J. W., 81	Queen East,	M. 2747
Care, W. & Sons, 265	Pape Ave.	Ger. 372	Parks, W. J. 473	Bloor W.,	Coll. 5600
Caesar, J.N., 1410	Queen W.,	Park 690	Riley, Geo., 830	College St.,	Coll. 3436
Calder, E.S., 201	Wellesley St.,	N. 8100	Simpson, F. & Son, 736	Yonge St.,	N. 5180
Carmichael, N., 1174	Yonge St.,	N. 891	Shields, Chas. B., 1470	Queen W.,	P. 819
Clark, D.W., 248	Avenue Rd.	Hill 760	Thorne, C.F. 861	Euclid Ave.,	Col. 376

Associated Advertising Grocers

You'll Save Time and Money by Dealing With the Local Grocer.

grocers with regard to the small margin of profit they enjoy that it is interesting to note that so many leading dealers can get together and use the newspapers to increase their trade.

The introductory talk from the facile pen of T. M. Humble is readable and convincing, and links up well with the Made in Canada idea.

* * *

He laughs best who laughs when he feels like it.

Pleased with the Results and will continue to use space liberally in THE NEWS

THE
ADAMS
FURNITURE
COMPANY
LIMITED
CITY HALL
SQUARE
TORONTO
CANADA

Adams

"SPECIALISTS IN HOME FURNISHING"

C. S. CORYELL,
President and
Managing Director

GEO. H. HEES,
Vice-President

NOAH SNYDER
Secretary

Toronto Oct. 21, 1913

The News,
Toronto, Ont.

Gentlemen:-

It has been our pleasure and profit to use the News for upwards of a dozen years and feel a duty to acknowledge its value.

The results that have come to us have been traceble not only locally but from a wide vicinity. The best recommendation we could offer of our estimate of your excellent medium is that we will continue to advertise in it liberally.

Wishing you every success, we remain,

Yours very truly,

THE ADAMS FURNITURE CO. Limited,

ELG/MEW. E. L. GODDARD,
Advertising Manager.

Let "The Toronto Daily News" be one of the first papers to go on your advertising appropriation for this year

THE ECONOMIC VALUE OF THE CIRCULAR LETTER

By J. W. Wilcy

"EVERY circular letter that reaches my desk goes straight into the waste-basket"—that is what I heard a business man say the other day.

That statement expresses a feeling toward circular letters which exists in the minds of a large majority of business men. Why does a circular letter receive less consideration as a medium of expression than an ordinary typewritten one? Obviously, just one reason—its imitation of typewriting. With the great improvement in facilities for imitating typewritten work and the clever inserting of names and addresses, or the original inclusion of them, makes it really difficult to detect some circular letters, and to the inexperienced they pass at face value.

There are many things that may be said in favor of circular letters, both from the standpoint of the user of them and that of the recipient.

From the standpoint of the user a circular letter is an economical means of placing a proposition before, or describing the merit of a certain article to, practically an unlimited number of people who may be interested in either the proposition or the article, as the case may be.

Many of the distributors or manufacturers in the United States have not sales forces of sufficient size to reach the length and breadth of the land, and those that are most widely represented could not personally solicit all who might be interested in what they have to sell, except at a cost out of all proportion to possible returns.

Again assuming the possibility of personal solicitation, it is neither practical nor economical under all conditions, considering the cost of solicitation by mail, especially in view of the countless instances where salesmen call and find the prospect only passively interested and not ready to close. This information might be determined more quickly and cheaply by letter.

Of course the point will be raised of the certainty of seeing the prospect when a personal call is made, whereas a response to a letter might not be made, and, further, that there is a greater opportunity to sell a man through personal contact, etc., which, though true, does not close the case for the circular letter.

How many salesmen sell a man the first time they call on him? How many salesmen sell a man that has made up his mind he can't use a certain product to advantage? How many salesmen sell a bill of goods out of season? How many salesmen are refused interviews, etc. How many salesmen sell a man stock when he has a sufficient supply on hand?

To sum up the situation, how many salesmen can perform seemingly impossible feats by mere personality?

The Mail a

Sworn Detailed Statement of the Actual Net Circulation for the first seven months of 1914.

	JANUARY	FEBR'Y	MARCH	APRIL	MAY	JUNE	JULY
1	77,178			60,766	57,736	83,007	86,354
2	65,430	56,472	58,083	57,271	60,829	69,358	65,456
3	59,331	55,826	56,531	57,256		60,822	60,901
4		59,384	60,143	60,354	58,463	60,311	63,844
5	56,331	56,023	56,346		58,315	60,068	
6	57,022	56,132	56,409	57,900	61,780	63,396	61,929
7	59,251	59,586	59,548	57,575	58,070		61,154
8	55,779			61,267	58,106	61,515	61,357
9	55,867	57,730	57,394	57,760	61,150	60,366	61,477
10	59,135	56,063	56,658	81,751		60,031	61,404
11		59,575	60,596	65,954	59,514	60,044	64,661
12	56,104	56,324	56,601		58,947	59,819	
13	55,653	56,233	56,348	58,834	59,262	62,897	61,792
14	59,846	59,928	59,228	57,537	59,232		61,426
15	55,685			60,976	59,110	60,259	62,601
16	55,786	57,131	57,250	57,636	61,837	59,751	61,718
17	59,110	56,209	56,902	57,756		59,722	62,017
18		59,998	62,492	60,476	60,091	59,630	64,457
19	56,247	56,289	57,199		59,520	59,529	
20	55,843	56,318	57,110	58,207	59,794	62,268	61,893
21	59,498	59,582	59,865	57,947	59,782		61,598
22	55,500			70,232	59,743	62,835	61,362
23	55,801	56,788	57,867	65,697	63,595	62,186	61,178
24	59,110	57,036	57,038	60,177		68,412	61,204
25		59,750	60,580	61,136	83,468	60,581	64,495
26	56,406	56,149	57,558		63,878	59,662	
27	55,813	56,359	57,156	58,901	60,070	63,571	70,283
28	59,738	59,866	60,558	58,004	59,906		66,148
29	56,001			61,570	80,394	61,414	70,908
30	55,837		57,828	57,955	83,482	80,906	69,781
31	59,935		57,319				70,344
	1,573,237	1,380,751	1,510,607	1,580,895	1,626,074	1,642,360	1,741,742

To present o
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ACTUAL
NET DAILY
AVERAGE

OFFIC

Dominion of Canad
City of Toronto
To Wit

That the average ci
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That the average ci
for the last five m
That the average ci
from January 1st, 1
And I make this s
it to be true, and
effect as if made u
Evidence Act.

Declared before me

[SEAL] M. C.
N

1906	38,639	1911	50,916
1907	40,760	1912	54,355
1908	41,067	1913	57,843
1909	41,423	1st 7 mos., '14,	60,745
1910	44,364	Last 5 mos., '14,	83,228

This splendid, healthy, steady growth has been made without the aid of voting contests, guessing competitions or circulation boosting schemes of any kind.

THE MAIL AND EMPIRE has a la
Ontario than any other mornin

THE MAIL AND EMPIRE has a c
nearly double that of any other

THE MAIL AND EMPIRE publish
edition daily.

Sworn detailed statement, sh
post office, furnished on applic
all times to any advertiser.

ıd Empire

Sworn Detailed Statement of the Actual Net Circulation for the last five months of 1914.

	AUGUST	SEPT'R	OCTOBER	NOV'M'R	DEC'MBR
1	73,361	84,656	82,649		77,589
2		85,710	82,646	79,928	79,431
3	95,649	85,654	86,155	79,232	77,867
4	91,699	85,772		80,784	77,800
5	91,312	89,114	82,653	79,294	81,417
6	92,267		81,378	79,037	
7	100,055	100,318	81,335	82,264	78,396
8	94,266	90,569	81,269		77,549
9		85,362	80,964	79,695	78,866
10	92,762	85,678	84,726	78,952	77,655
11	90,677	85,201		80,807	77,297
12	89,642	88,872	104,897	78,858	80,755
13	88,175		84,695	78,779	
14	86,430	85,653	81,447	81,900	78,086
15	89,365	84,615	80,757		77,557
16		84,386	80,394	75,973	78,702
17	85,922	84,278	83,868	79,023	86,743
18	85,645	84,010		79,793	77,163
19	84,975	87,929	80,302	77,901	80,791
20	85,217		80,049	78,188	
21	84,854	83,704	80,758	81,954	77,795
22	89,695	83,062	79,904		76,858
23		86,817	80,151	78,395	78,359
24	85,796	83,980	83,853	77,911	77,044
25	84,622	83,705		79,862	99,432
26	84,633	87,196	80,348	77,935	83,245
27	84,644		79,833	77,848	
28	84,419	84,421	81,528	81,996	77,441
29	93,238	83,450	79,397		76,128
30		83,736	79,461	78,447	77,684
31	94,274		83,564		76,420
	2,303,594	2,237,848	2,228,981	1,988,356	2,144,070

'ull year's average to our adver-
ve advertisers might appear to be
an Aug. 4. We therefore present separ-
the months Jan. 1, to July 31, (before
nths Aug. 1 to Dec. 31 (since war began).

ore the war (7 mos.)—**60,745**
ce war began (5 mos.)—**83,228**
whole year (12 mos.)—**70,155**

L DECLARATION

I, William James Darby, of the City of Toronto, in the County of York, Circulation Manager of "The Daily Mail and Empire," newspaper, do solemny declare:—

ıtion of The Daily Mail and Empire
his of 1914 was 60,745.
ıtion of The Daily Mail and Empire
of 1914 was 83,228.
ıtion of The Daily Mail and Empire
to December 31st, 1914, was 70,155.
n declaration, conscientiously believing
ving that it is of the same force and
oath, and by virtue of the Canada

4th day of January, 1915.

EAN, W. J. DARBY,
Public. *Circulation Manager.*

r circulation in the Province of
ewspaper.

ulation in the City of Toronto
orning newspaper.

no specials or extras—only one

ng circulation post office by
n. Circulation books open at

BRANCH OFFICES:

LONDON, ENG.
R. W. Baker - - 29 Ludgate Hill

NEW YORK
J. P. McKinney - - 334 Fifth Ave.

CHICAGO
J. P. McKinney, 122 S. Michigan Ave.

MONTREAL
A. McKim, Limited - 10 St. John St.

HAMILTON
T. M. Wright - - 30 King St. East

The Way The World Pulls

A. Wormald, of Bracebridge, Ont., recently inserted a liner advertisement in THE TORONTO DAILY and SUNDAY WORLD. In a letter received from him, dated December 7th, he writes:—

"I have received ninety-nine replies to advertisement. I never saw anything like it."

THE WORLD is not generally supposed to be particularly strong on classified advertising but this gives an idea of its pulling powers on both display and classified advertising.

All the mail order people and the advertisers who run keyed advertisements use THE WORLD for they know from experience how THE WORLD pulls.

If you want the best there is to be got out of your advertising expenditure for 1915 come in with the rest of the *wise* people and use THE WORLD.

The Daily World The Toronto daily paper with the big Toronto and suburban circulation.

The Sunday World One of the really big papers of Canada—a weekly paper of merit and influence.

If a letter is well written, or in other words combines the psychological elements necessary to gain the attention of the recipient, absorb his interest, create a desire in his mind for the article described and actually loosen his purse strings, it would seem a far more economical and efficient means of salesmanship for some classes of goods to certain classes of people.

Getting down to hardpan—

What difference is there between a circular letter and a typewritten letter, so far as its message is concerned?

It would be a physical impossibility for a single business man or salesmanager to write a personal letter to everyone in the country interested in knowing what he has to sell, no matter how much he would like to do so.

The facts in the case are that our markets to-day must needs be broader. We cannot sell at a reasonable cost unless our production and distribution are carried on on a gigantic scale. To sell the output of a large factory requires extensive sales operations. It costs money to pay traveling expenses, salesmen's salaries and commissions, hence it costs more money to distribute by that means than by letter.

If selling costs can be reduced, selling prices can be made lower, and the net result from an economical standpoint means saving to the consumer.

The gigantic mail order business of the country is a monumental example of selling by mail.

If longhand or actual typewritten dissemination of knowledge, news, fiction or history were essential to give it merit or recognition, the world would not have reached its present stage of civilization or enlightenment.

The meat in the letter, and not the shell or medium of conveyance,

LUNG-HEALING PINE FUMES
A NEW HOME TREATMENT FOR COLDS, COUGHS, BRONCHITIS & LUNG TROUBLES
Members of the Dominion Senate Use Peps
What You Should Use Peps For
FREE TRIAL
PEPS

Appears crowded in the reduction, but is full of real good stuff.

should be the object of consideration.

Don't file circular or form letters in the waste basket without reading them, as they may contain something of vital importance to you. They are efficient mediums of conveying intelligence from one party to another, or from one business house to another, and a general recognition of this fact would make possible an enormous reduction in the cost of distribution thus reducing in direct proportion the cost to the ultimate consumer. —*Modern Methods.*

WHEAT $1.37

Alberta wheat reaches highest point ever known. The people who have money to spend on advertised articles are the Westerners, and particularly the Farmer.

The Alberta field is a large one and developing mighty fast. People coming in all the time, and buying what they see advertised. Now—YOU CAN get your share of this business if you go after it, but you must

ADVERTISE

"THE ALBERTAN" is the leading Liberal paper in the whole Province; you know that means a good substantial rural circulation—some of it exclusive—and we guarantee it, and furnish detailed sworn statements as well as distribution statements. Ask any recognized Advertising Agency, or write us direct and we will send full particulars.

Tell your advertising man to put The Albertan on his list for your next copy.

Weekly and Daily average per week, 22,500

The Morning and Weekly Albertan, CALGARY Alberta

A TOWER OF STRENGTH

THE HAMILTON HERALD

is unquestionably Hamilton's

Best Advertising Medium

because it is in close touch with thousands of exclusive readers who know its worth, and appreciate its independent policy.

National and local advertisers profit by appeals to such a buying clientele.

Write for rates.

THE HERALD PRINTING CO., LIMITED
HAMILTON, ONT.

WHAT'S DOING AT THE AD CLUBS

CALGARY

M. D. Costello, M.D., member of the executive committee of the Calgary Ad Club, has been elected mayor of Calgary for 1915, by one of the biggest majorities on record.

* * *

TORONTO

Over fifty members were present at a special dinner on December 9th when the lantern lecture on "Honest Advertising" prepared by Louis A. Gunther, of New York, which is the contribution of the National Vigilance Committee to the cause of stamping out dishonest and objectionable advertising was given by A. Menke.

A large number of distasteful and misleading ads were thrown on the screen, with detailed explanation as to what had been done for their elimination, and Mr. Menke summarized the chief points brought out in an able and lucid manner.

Considerable discussion followed and E. C. de Witt spoke on what has been done by the Vigilance Committee of the Toronto Ad Club to counteract fraudulent advertising. He asserted that a number of alleged consumptive cures were being worked on, and success had attended the committee's efforts in obtaining in conjunction with *Toronto Saturday Night*, the conviction and fining, of six proprietors of so-called "Nature's Creation" consumptive remedy.

The committee's *modus operandi* was not to fight advertisers but rather to convince them of the error of their ways and so reduce the volume of dishonest and fraudulent advertising.

John M. Imrie pointed out that the work of the Canadian Press Association was much along the lines adopted by the Vigilance Committees. The greatest difficulty they had to contend with was that many ads were worded so that conviction was well nigh impossible.

Canadian newspapers on the whole were eminently clean as compared with the average American daily, and many of the former had thrown out $10,000 a year in their efforts to clean shop.

* * *

A bumper attendance greeted Father Minehan at the Tuesday luncheon on December 22nd, the subject of his talk being "Advertising and Municipal Government.'

The speaker acknowledged the part taken by the Toronto Advertising Club in helping to raise the tone of the newspapers, and gave an interesting talk on the ideal form of Municipal Government. A definite programme and centre for all activities, he maintained, was essential, and school readers should be planned so as to educate the rising generation to the value of the ballot.

A Civic Service Commission on the lines of the existing Social Service Commission should be introduced to educate voters of all classes to their duties and responsibilities and track of the

actions of each representative should be kept, and an annual summary submitted of work done.

It was illogical not to educate the voter to his responsibilities, and this could best be done by public meetings and advertising.

The advertising, moreover, should be paid for at card rates, because no such important work should be allowed to depend on the whim of any paper.

An educational test, also, for voters, should also be instituted to determine whether he was competent intelligently to exercise the franchise.

Publicity was the next greatest power to religion and the business of the public should be transacted entirely under the public eye.

Each municipality should be directed by a general manager, and every public office should be filled by competitive examination both practical and theoretical.

The address was particularly well received and gave much food for thought to the members.

* * *

The members and a number of their good ladies had a great time on Wednesday, December 23rd, playing Santa Claus to no less than 106 poor children for whom, as far as could be ascertained, no other provision whatever had been made.

The youngsters were fetched in autos from their respective homes. Through the generosity of the members, there was ample store of good things and each little visitor went away after a most enjoyable evening, laden with useful gifts and toys, to say nothing of a very generous interior cargo.

It was agreed that this was a better way to celebrate Christmas than by having a Christmas tree for the members themselves, and there is no doubt that it will be repeated in future years.

* * *

A round table discussion was held on December 29th, subsequent to luncheon, and J. B. Allen of the *Canadian Courier* spoke on the objects of the Municipal Improvement Association, and on what they had been able to do up to date. Its purpose was for the election of a better class of men to the local council and they were working in conjunction with the Bureau of Municipal Research, whose object was to have the city departments run on business lines.

The talk was listened to attentively, and was a revelation to many of the members who had little idea that work of this description was going on in the city.

* * *

Dr. Horace L. Brittain, head of the local Bureau of Municipal Research, gave an interesting talk on January 5th on the work of the Bureau and what it had already accomplished.

The Bureau, he claimed, should be of special interest to advertising men, because, in essence, it was an advertising organization. It had first of all to find the facts, then to proceed to give them the maximum of publicity, working in cooperation with all civic departments.

Details of the success of similar Bureaux in New York, Dayton, Cincinnati and other cities were presented in an interesting manner, and at the close of the address ex-Mayor Hocken in a few pointed remarks eulogized the work of the Bureau in Toronto.

THE VALUE OF NEWSPAPER ADVERTISING IN THE AFFAIRS OF NATIONAL ADVERTISING

By H. A. Porter, Advertising Manager, Pepsin Syrup Company.

THE National advertiser has a problem very similar to that of the local merchant. He wants to reach effectively, at the minimum cost, the greatest number of people whom he can profitably interest in his wares.

General advertising, or National advertising, is very closely linked with the local advertising of the department store, dry goods merchant, hardware dealer, druggist or local distributor of the product to be marketed—not directly, perhaps, but the connection is very close just the same.

It would profit a local department store nothing to have its advertising circulate in a territory where its goods could not be conveniently delivered at the advertised prices. No more will it profit the manufacturer of toilet soaps, gloves, hosiery, breakfast foods, stoves, furniture, medicines and divers other articles, to advertise his wares in territory where they are not on sale.

As a matter of fact, it can be reasonably claimed that the piratical practice of substitution has been encouraged, and in a measure justified, by misguided attempts to create a demand for certain goods in territory in which there was no provision for supplying the demand. The comparatively small part of the buying element in any community that can be reached by "general circulation" respond and call on the local dealer; the dealer has never heard of the goods called for, or knows the demand among his trade is too limited to warrant stocking, but he is not going to lose a sale if he can help it, and merely as a matter of business he tries to sell to this customer that which he may have in stock.

Advertising, to be good advertising and, therefore, successful advertising, must reach the greatest number of possible buyers in the territory where the product advertised can be conveniently procured. The method of introducing the advertisement into the homes and to the "buying element" is also a factor. What better introduction could be desired than through the columns of the local newspaper that is taken into the home and read every day because of its peculiar appeal to the individual. Outside of a direct distribution of samples, which is a method almost too expensive for consideration, there is no more effective way of getting your story

to the people than through the columns of their favorite newspaper.

An advertisement in the local newspaper carries with it the thought that the goods advertised can be conveniently obtained and the concentration of circulation in the immediate neighborhood invites calls on the dealer in sufficient number to warrant stocking a small quantity, if this has not already been done. In this way the connection between manufacturer, merchant and consumer is most quickly and economically established, and the advertising becomes productive.

The history of practically every really successful advertising campaign will show the daily newspaper a dominant factor. Other forms of advertising may have been employed as a supplementary publicity force, but the newspaper has proven the essential means to connect the product advertised with the point of ultimate distribution and the consumer. The back cover of a periodical reaching two million readers is effective publicity, at a price, but—if the two million readers are scattered all over the continent, and many of them abroad, while the advertiser is only in a position to supply the readers of this periodical in a limited field, he is absolutely wasting the money involved in this periodical circulation, which costs him, per thousand, considerably more than circulation can profitably be figured as being worth for advertising purposes.

In addition to being a most powerful selling force, the daily newspaper offers an advertiser the lowest cost per thousand bona fide circulation of any other medium available for advertising purposes. This is a point well worth the thoughtful consideration of every buyer of advertising. Profitable advertising depends wholly on the proportion of advertising cost to the net cash returns, and when the percentage of cost too

Crown Brand Corn Syrup
The Canada Starch Co. Limited
Manufacturers of The Edwardsburgh Brands
MONTREAL CARDINAL TORONTO BRANTFORD VANCOUVER

Dainty illustration and clever use of nursery rhyme

closely approximates the cash return, it is not profitable, regardless of the volume of business produced.

Circulation has a definite selling value of so much per column or inch per thousand; when the cost exceeds this limit of value the circulation is not likely to produce profitable results.

In every carefully considered National advertising campaign the value of daily newspaper publicity stands out as the one essential—combining concentration of force with rapidity of execution and local effect.—*Newspaperdom.*

CHRISTMAS ADVERTISING

YEAR after year as the Christmas season rolls around, a large majority of advertisers, manufacturers as well as retailers, have found it profitable to utilize special holiday copy, and although emphasis has been laid in former years on the desirability of giving useful gifts, never before has this form of appeal met with such general favor.

From the ads reproduced it will be noticed that the general thought is to give, under present conditions, articles of utility and practical value as Christmas presents, and a wide range of products are claimed to have useful and practical value.

Here's a solid argument for the

The Best Xmas Gift
There are many fine gifts but no Christmas Gift as fine as a
Gerhard Heintzman
Player-Piano
All through the years to come it grows more and more valued—more a centre of attraction—more indispensable. You can play it—your wife and children can play it. Guests can be entertained with it. Friends are attracted again and again to your home.
It becomes a very mainspring of happiness and culture and an inspiration to a broader knowledge of and greater appreciation of music
This Is The One Great Christmas Gift Which Everyone Can Enjoy
NOTE—For the first time in the history of our business, we have reduced the prices of GERHARD HEINTZMAN Pianos and sacrificed profits to stimulate their sale, so as to keep our many employees at work. Result—Our factory has been working full time with a complete staff for some time.
Convenient terms of payment can be arranged.
Old instruments taken in exchange at a fair valuation.
Our only city convenience are
GERHARD HEINTZMAN, LIMITED
41-43 Queen Street W., Toronto
Opposite City Hall
Mail orders solicited and will receive prompt attention

usefulness of a Gerhard Heintzman Player Piano—"all through the years to come it grows more and more valued—more a centre of attraction—more indispensable." And if such a gift can be described as indispensable, it is surely entitled to a place in the utility class.

A fur-lined coat is surely a useful gift in the full meaning of the word, and Fairweathers in the ad reproduced play strongly on

Serviceable Christmas
Gifts
Present conditions have given great impetus toward popularizing the 'Practical Gift' movement this year. What could be more practical than a
Fur Lined Coat
Mother or daughter would show true appreciation for such a gift. These coats are a special line of high grade Fairweather quality upon which we have placed a special price for Christmas Mail Order trade. They have good broadcloth shells in either blue or black and a strong durable fur lining, Russian Otter or Western Sable Collars and Lapels. They are 50 and 52 inches long and regularly priced $55, but specially marked now at
$37.50
Other gift suggestions we might make are:
Ladies' Mink Marmot Coats $65.00, $75.00, $90.00
Ladies' Muskrat Coats $60.00, $75.00, $100.00
Fur Trimmed Slippers $0.75, $1.50
Fur Slippers $1.00, $3.00, $6.00
Hudson Coney Coats $75.00, $83.50, $100.00
Mink Fur Sets $100.00 (Regular Value $200.00)
Raccoon Fur Sets $26.50, $56.50
Fur Robes $12.00
Steamer Rugs $5.00, $6.00, $8.00, $12.00
Remember that the guarantee of highest fur quality goes with all Fairweather Furs sold by mail. Order early to insure Christmas delivery
Fairweathers
297 Portage Avenue
WINNIPEG
TORONTO MONTREAL

the advisability of making the gift a practical one under present conditions. This ad, moreover, in its Christmas decorative border, is an excellent specimen of well-chosen type and attractive lay-out.

"Useful and economical" is the burden of the appeal in the Hydro Electric Heater ad. One phrase in particular, in speaking of the

Hydro Toaster, has a very strong appeal—"It's a gift everyone in the house can share in—that's the useful beauty of nearly every

H-E
"solid comfort"
Yes, a Hydro Electric Heater Makes a Fine Gift
It's not only NEW and modern, but it's so useful and economical. A Hydro heater radiates warmth, along with a bright, cheery glow that is a pleasure to look at. Many of them can be carried about from place to place. Why not get or give one? "El Radio," for instance, is a good example of Hydro Shop's big purchasing power. Price used to be $6.50. We reduce it to $3.
Pretty hard to beat a Hydro Toaster at $3.50
It's a gift everyone in the house can share in—that's the useful beauty of nearly every electrical gift. Hydro Toasters give just the right, radiant heat needed to make healthful, delicious toast. Fascinating to use, but very economical—4 slices of toast for 1c in current. Modest enough, isn't it? Toasters of all types, $2.50 up.
Come in and look around, no obligation to purch..se
Toronto Hydro Shop
226 Yonge Phone Adel. 2120

electrical gift," and the two suggestions in this ad will have solved many a Christmas purchaser's difficulties.

It is, of course, impossible to class the talking machine except as connected with office use, in the category of useful gifts, but this Christmas ad is reproduced for two reasons—first because the purchasing of a Columbia machine is made easy by the inclusion in the ad of the names of a number of local agents, whereby, at a glance, the nearest Columbia store can be located, and secondly because the idea of accepting easy terms on what is a fairly expensive gift is a good

Never buy a Talking Machine unless it has Tone Control Leaves, otherwise you will be disappointed.
Never buy a Talking Machine unless it has Tone Control Leaves, otherwise you will be disappointed.

A Gift that pleases them all!

THIS COLUMBIA GRAFONOLA

FAVORITE $65—EASY TERMS IF DESIRED

YOU can choose any one of the many Columbia Grafonola-Record Outfits at $25 up. We'll send one to your home (or anywhere you say) for a small initial payment—and on Christmas morning if you wish. Balance can be paid, at your convenience, after the holidays.

Never buy a Talking Machine unless it has Tone Control Leaves, otherwise you will be disappointed

There is a full thousand 85c Columbia Double-Disc Records in the Columbia Catalogue

YOU CAN GET COLUMBIA GRAFONOLAS AND RECORDS FROM

Adams Furniture Co., City Hall Square
Burnett Grafonola Co., 9 Queen St. E.
T. Claxton, Limited - 303 Yonge St.
T. Eaton Co., Music Dept., Fifth Floor
West End Phonograph Co. - 506 Queen St. W.
Murray-Kay, Limited - King St. W.
Toronto Grafonola Co., 141 Yonge St.
H. W. Wade - 935 Queen St. E.
R. F. Wilks & Co. - 11 Bloor St. E.

Columbia Records are Made in Canada

Agents Wanted Where Not Actively Represented

Write for Particulars to Music Supply Co., Toronto

one, and likely to greatly increase sales.

The French Red Cross Gin ad

RAPPELEZ-VOUS que le Gin Canadien Croix Rouge ne change pas de nom, et qu'il porte toujours la première étiquette ci-dessus. Ne vous laissez pas tromper sous le nom de GIN CROIX D'OR

Votre Foyer

pendant la période des Fêtes reflètera une atmosphere de santé et de contentement si vous n'ez toujours à la maison un flacon de GIN CROIX ROUGE, le seul gin fabriqué au Canada.

C'est un aperitif délicieux, un breuvage agréable, un tonique actif qui aide puissamment à la digestion.

Procurez-vous un flacon de GIN CROIX ROUGE aujourd'hui même—en vente partout.

SEULS AGENTS: BOIVIN, WILSON & CIE, LIMITEE, MONTREAL

in recommending this beverage for use at the Christmas festivities, also comes in the useful class, as emphasis is laid on the fact that it is a valuable tonic and a splendid aid to digestion—surely practical suggestions at the Festive Season.

Even the corsetiers have taken advantage of the prevailing sentiment to urge the giving of corsets as Christmas presents. It will be noted also in this ad that

Corsets for Christmas
AT HALF PRICE
Here's a great Holiday opportunity of having the advantage of Woolnough Tailored Service at half price. Style, grace and comfort are embodied in these models, making them ideal for dancing and all social functions.
Reg. $4.00 Corsets for $2
Fashionable low bust models, unrustable, 6 hose supporters. Wonderful value at $2.
Reg. $2.50 Corsets for $1.25
Topless, long hipped models, stylish lines. Specially low priced.
Reg. $10 Corsets for $5
Two beautiful up-to-date models, in Tricot and French coutil, all sizes between the two styles. Reduced to half-price.
20% Off
Tailored-to-Order Corsets
WOOLNOUGH CORSETIERS
276 Yonge Street

considerable price reduction is announced as a further incentive to select these necessary articles.

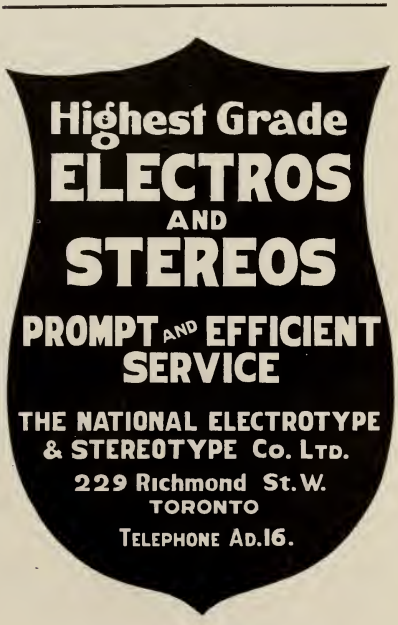
These illustrations, selected at random from a large number offering, serve to indicate the way in which manufacturers of a number of different commodities have featured the "utility idea."

There is in addition another feature in Canadian Christmas advertising worthy of notice, and that is the wide use made of special seasonable containers for the gifts, and in many cases the special boxes are featured in the advertising along with the goods.

This box idea has been featured in a wide range of commodities, from fountain pens to hosiery, from the cheaper kinds of jewelry to safety razors, and where the container is not sufficiently costly to greatly increase the price of the article, the goods appear to the buyer to much better advantage, and the sale is an easier matter. And there is no doubt that a gift in a seasonable decorated box is all the more appreciated by the recipient.

* * *

More business battles are won by a pointed anecdote than by an argument.—Waldo P. Warren.



Success!

" E has achieved success who has lived well, laughed often, and loved much; Who has gained the respect of intelligent men and love of little children; Who has filled his niche, has accomplished his task; Who has left the world better than he found it, whether by an improved poppy, a perfect poem, or rescued soul; Who has never lacked appreciation of earth's beauty or failed to express it; Who has always looked for the best in others and given the best he had; Whose life was an inspiration; Whose money a benediction."

CO-OPERATION

By Governor Glynn of New York, extracted from a strong speech favoring farm co-operation in which advertising has played a leading part

THE dangers to co-operation come from within, not from without, and a co-operative movement is no weaker and no stronger than the intelligent determination of those engaged in it.

It is your duty to impress the fact that the only way to co-operate is to co-operate. Co-operation must walk upon its own legs. Its only salvation is independence. It waves no magic wand. It has no prestidigator's art. It possesses not the alchemist's trick of turning stone into gold. But it does what Benjamin Franklin said every man only had to do to become a millionaire—it takes care of the pennies and through this care the dollars take care of themselves. Extravagance may be a virtue among the rich. It is a crime among the poor. Thrift is more lucrative than luck. Efficiency is the slogan of the hour, and efficiency means saving from waste. By co-operation we propose to save for the farmer the just return for his labors of which he is robbed by wasteful and extravagant methods of distribution.

Society suffers more from waste of money than from want of money. The sky is good, my friends, the earth is good; the only thing bad, the only thing foolish lies between earth and heaven. Co-operation means Economy, and Economy is the daughter of Prudence, the sister of Temperance, and the mother of Liberty. The man who improves himself improves the world. Social advancement is the consequence of individual advancement; for, in the words of the Bible, "if any provide not for his own, and especially for those of his own house, he hath denied the faith and is worse than an infidel." Life is short and we ought to make hay while the sun shines.

There is nothing new or untried in the broad principle of co-operation. In the last analysis co-operation is only another name for

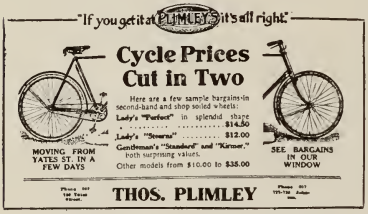
Wall Paper

Bartlett's Drug Store

TWEED ONTARIO

When Noah was a boy !

civilization. As John Stuart Mill has said, "Almost all the advantages which man possesses above the inferior animals, arise from his power of acting in combination with his fellows, and of accomplishing by the united efforts of numbers what could not be accomplished by the detached efforts of individuals." From the dawn of history men have co-operated to secure the benefits of safety, progress and jusitce and have called that co-operation Government.


"If you get it at PLIMLEY it's all right"
Cycle Prices Cut in Two
Here are a few sample bargains in second-hand and shop soiled wheels:
Lady's "Perfect" in splendid shape $14.50
Lady's "Swarm" $12.00
Gentleman's "Standard" and "Kirmer," both surprising values.
Other models from $10.00 to $35.00
MOVING FROM YATES ST. IN A FEW DAYS
SEE BARGAINS IN OUR WINDOW
THOS. PLIMLEY

Freakish, but certainly emphasises the point

They have united to produce the manifold necessities and luxuries of life and have called that co-operation Industry. They have talked together of the eternal mysteries, they have gathered together to worship the Supreme Being, and their name for this sacred co-operation is Religion. The greatest and most lasting undertakings of the human family have come in accordance with the Biblical injunctions "Bear ye one another's burdens." "Ye are members one of another."

What has been accomplished through co-operation in other fields can be accomplished through co-operation in the field of agricultural reform. All that is needed is the intelligence to perceive the benefits to be derived, and the determination to secure these benefits. To-day there are half a hundred co-operative societies making successful progress in this state where a short year ago there were but three. The hour has struck; the time is ripe for an extension of co-operative efforts.

There is no better cause in which to struggle than the cause which has for its end the easing of the burdens which press upon the heavy laden. There is no worthier fight than the fight to secure more and better food for a people who are clamoring for relief. Ana those who are engaged in the good fight, who are dedicating their efforts to co-operation as the surset

Whetting the curiosity in a novel way

and wisest medium of economic progress may well take for their motto the inspiring words of Edward Everitt Hale: "Look up and not down, look out and not in, look forward and not back, and lend a hand."

MEN AND MEDIA

THE duties of P. S. Florea of Indianapolis, who, for many years, has been secretary of the Associated Advertising Clubs of the World, have been enlarged by his appointment as general manager of the organization, and he will in future devote all his time to the movement.

President Woodhead's action and his expressed intention to place the organization on a permanent business basis has much to commend it.

* * *

Carl Hunt is announced as the new editor of *Associated Advertising* in succession to Thomas Dreier, and he entered on his new duties on the first of January.

* * *

Frank H. Rowe, to whose persistent and untiring efforts so much of the success of the Toronto convention was due, has been appointed manager of the E. L. Ruddy Company, of Toronto.

Congratulations!

* * *

The death occurred recently at his residence in Toronto of Senator Robert Jaffray, president of the *Globe* Printing Company of that city. Although over eighty years of age, the late senator had taken a minute interest in business affairs right up to the last, and had led a particularly active life. He was also at his demise president of the Imperial Bank.

At a recent meeting his son, W. G. Jaffray, senior member of the firm of Jaffray, Cassels & Biggar, was elected to succeed him in the presidency of the *Globe*.

* * *

Lieut. D. G. MacLean, assistant commercial editor of the Toronto *Globe*, and now on service with the Army Service Corps, 2nd Contingent, was presented with a pair of field glasses by the *Globe* editors and reporters, prior to his leaving for Quebec and the front.

* * *

Three well known Vancouver newspaper men are now at Salisbury Plain: Lieut. S. D. Armour, of the Seaforth Highlanders, J. R. McLennen, and W. Youhill.

* * *

Rev. R. J. Colpitts is associate editor of the *Maritime Baptist* in place of Rev. Dr. MacDonald, who is going as chaplain of the Second Canadian Contingent.

* * *

"John Silverthorn—Banker" is the title of an illustrated Christmas book of drawings and descriptive matter from the pen of T. M. Grover. The book is a gentle yet forceful satire on events in the life of the typical Canadian bank clerk from his entry as office boy, to the summit of his ambition, as manager.

The drawings, reminiscent of Gibson and Flagg, are excellent specimens of pen and ink work, with the human interest very prominent.

We understand that this Christ-

mas gift book received a very flattering reception. The Canadian Art Publishers were responsible for its production.

* * *

The Santa Claus Fund contributed to generously by the readers of the Winnipeg *Telegram* to provide some needy cheer for the poor and needy children of the city, although being short of that of previous years, reached a very handsome total, and this paper's efforts to alleviate suffering was very much appreciated.

* * *

Edward Beck, of *Beck's Weekly*, Montreal, was acquitted by a jury of the O'Connell charges of libel made against him.

* * *

Graphica is the title of a Christmas house organ received from the *Herald* press of Montreal, and is full of meaty reading. The booklet is full of advertising and printing ideas, and tells the story of the facilities and service of the *Herald* press in an entertaining manner.

* * *

An important finding has been recorded by Justice Middleton in the suit in which the Ottawa *Free Press* claimed from two men by the name of Osmonde, advertising at the rate of 10c per line.

It appears that a clause had been inserted in the contract to the effect that this was the figure to be charged to the advertisers should they become insolvent. But the judge found that such clause could not hold good and that the paper is only entitled to their regular contract rate of 2¼c per line.

* * *

The *World* Printing Co. of Vancouver repudiates strongly the rumor to the effect that their paper the *World*, is in the receiver's hands.

It appears that the reorganization of this company is progressing rapidly and the old management will be in control on February 1st. There will be no sale or liquidation.

The *World* is offering a reward for information that will lead to the exposure of the parties who spread the rumor that it was to go into liquidation.

* * *

The Christmas card habit seems to die out slowly, and again this year we have received a number of exceptionally artistic remembrances from good friends in all parts of Canada, which we must take this opportunity of acknowledging with hearty reciprocation of their good wishes. Among others, special acknowledgement must be given to *Canadian Home Journal*, Toronto, *La Patrie*, Montreal, *News*, Nelson, B.C., *Star*, Montreal, Que.. *Reporter*, Galt, Ont., *Leader*, Regina, Sask., *Gazette*, Glace Bay, N.S., *Standard*, Montreal, Que., *Western Home Monthly*, Winnipeg, Man., *Examiner*, Peterboro, Ont., *Province Standard*, Regina, Sask., *Canadian Magazine*, *Presbyterian Publications*, *Cosmopolitan Magazine*, New York, *Everywoman's World*, Toronto, *Tribune*, Winnipeg, *Journal*, Ottawa, *Herald*, Calgary, Alta.

The Farmer's Advocate, London, came out as usual with a greatly enlarged and interesting Christmas Number which features the Christmas spirit and does not overlook the prevailing war sentiment.

An interesting article expresses the fact that the leaders in every branch of social and public life have been born in country homes, and there are also a number of reproductions of the masterpieces of the greatest artists.

Of especial interest are the peaceful scenes reproduced of Belgian and Flemish peasantry and scenery before the war.

The Farmer's Advocate is easily maintaining its position as one of the leading farm papers of Canada.

* * *

Edwin A. Walton, one of the best known advertising managers in the States, and for the past three years with the Timken Company of Detroit, has been appointed advertising manager of the Burroughs Adding Machine Co. of the same city.

Mr. Walton is returning, in a more responsible position, to the same company with whom he was connected some little time ago.

He is the director of the Association of National Advertisers.

* * *

The Saskatoon *Phoenix*, which has been in its present building since 1907, is moving about the first of the year into new quarters in the Connaught Block, where ample opportunity is being provided for further expansion.

H. M. Passmore, who for the past fourteen years has been connected with the Toronto *Telegram*, has been appointed secretary to Minister of Public Works Macdairmid of the Ontario Legislature.

* * *

Murdock Macdonald, city editor of the Toronto *Mail and Empire*, was the guest at a dinner given by prominent business men a few weeks ago, the occasion being that of his approaching marriage. He was presented with a handsome cabinet of silver.

Why not mention amount of "cash down" required ?

* * *

Ralph H. Watts, advertising manager of the St. John *Telegraph-Times*, was presented recently with a handsome set of cut glass on the occasion of his marriage to Miss Gertrude Harvey.

* * *

Jules Fournier, editor of *L'Action* was awarded $200.00 damages in his case against *Le Soleil*, Quebec, for libel.

Edmonton, Alberta's capital, is portrayed in a most elaborate book of 180 pages which has reached us simultaneously from the Edmonton *Journal* and the Edmonton *Bulletin*, which is prefaced by a short history of Alberta's capital. A number of full page half tones contrasting Edmonton of fifteen years ago with the city of the present day, and a perfect wealth of excellent views of the city's public buildings, stores, churches, dwellings, parks and surrounding scenery are included, and the printing is of a very high order.

This, we think, is the most elaborate book of this kind that has ever come under our notice, and speaks volumes for the optimism of this Western city.

* * *

The annual detailed sworn statement of the *Toronto Mail and Empire*, published elsewhere in this issue, is of special interest to advertisers because of the sensible way in which it is presented.

The circulation for the first seven months of last year prior to the outbreak of the war is given separately from the last five months, and this enables advertisers to realize this paper's steady growth over and above the extraordinary war circulation.

* * *

The *Canadian Churchman* has not allowed the war to interfere with its annual Christmas Number, and this year's issue is as usual one of the most attractive issued by this company.

With its numerous high-grade illustrations it not only contains all the special seasonal features, but reflects the Christmas spirit in several articles, tales and poems.

* * *

Church Life also deserves much credit for its excellent Christmas production, the editorial on Christmas, The Wolf and the Lamb and the Wise Men, being extremely impressive. Book reviews, well-illustrated, are numerous, and there are several articles on Canadian Art, Women's Work and Social Service and Current Events of the Church in Canada.

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WINDSOR
Record 2

80,000—regular, complete copies of THE EVENING TELEGRAM are taken into the homes of Toronto each evening.

80,000—is a circulation in Toronto many thousands greater than any other paper.

80,000—look at it! How many customers have you in Toronto?

We will be glad to send you a detailed circulation statement and rate card.

THE EVENING TELEGRAM
TORONTO - - - - CANADA

To You Who Like Good Copy—

"His wife is such a splendid manager!"
HOW often have you heard this said of some one of your lady friends?—one who seems to run her household more easily and smoothly than the average. She has the happy knack of buying well—of making a dollar do a full dollar's work. Yet—after all—it doesn't need a genius to become a skilful home manager. The clever housewife is the woman who never buys haphazard. She selects her food supplies. She doesn't merely ask for "some" ham or "some" beans, for instance. She goes to the trouble of finding out one definite brand of goods of known reputation—and she sticks to that brand. The Swift Canadian Co. Limited has solved the food-buying problem for practically millions of housewives all over the world
Swift's PURE FOOD PRODUCTS
"Swift's Premium" Ham. "Swift's Premium" Bacon. "Swift's Cotosuet." "Brookfield" Sausage. "Brookfield" Eggs.
Swift Canadian Co. Limited
Toronto - Winnipeg - Edmonton
Swift's Premium Hams Bacon

GOOD copy is not "Art Work." Good copy is not "Literature." Good copy is not "Layout" gymnastics.

Good copy is the presentation of a selling idea in such a way as to carry that idea home to its objective and turn it into action - getting conviction.

Different problems require different treatment. The success of the J. Walter Thompson Co. lies in the fact that the "treatment" prescribed is the one best treatment for each individual problem.

The progressive Agency to-day boasts not of the number of Artists in its employ—not of its "Masters of Literature." It boasts of men having selling ideas plus the ability forcibly to present those ideas in good copy.

The good copy that emanates from the J. Walter Thompson Co. is neither "Art Work," "Literature" nor "Layouts" merely. It is each, any or all of these, to fit the selling idea of the campaign.

J. Walter Thompson Co. Limited

Advertising Agents

Lumsden Building, Toronto

('PHONE MAIN 329 and 330)

The Official Organ of

the Toronto Ad Club

Economic Advertising

VOLUME 8
NUMBER 2

FEBRUARY
1915

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Optimism

SINCE the very outbreak of the war we have preached optimism consistently—we could see at the worst nothing but a temporary setback to the allied armies—nothing but a momentary halt in Canada's business advancement.

And though the end is not yet in sight, we believe our optimism has been justified.

Some of Canada's leading advertisers, who have for years been our esteemed clients, have given ample proof of their faith in the future by increasing their appropriations for 1915—and in addition we have opened no less than an average of

one NEW account each month since the war started

Do not these facts indicate our ability to serve you as we are now serving these advertisers?

We invite full investigation of our advertising service. You will find it Personal, Thorough and Conscientious. Write, phone or call without any obligation on your part.

NORRIS-PATTERSON LIMITED

ADVERTISING AGENCY

Phone Adelaide 2231-2

MAIL BLDG. - - TORONTO

Economic Advertising

The Official Organ of the Toronto Ad Club

Published in the interests of "more and better advertising"

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

Subscription Price, $1.00 per year, 10c. the copy.
Condensed Rates, 3 cents a word; Minimum, One Dollar.
NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto.

Vol. 8. Toronto, February, 1915 No. 2

MADE IN CANADA

THE war has been directly responsible for many instances of philanthropy and self denial in which every class of the community has been represented.

And our Merchant Princes have been no laggards in their contributions of money and material.

Foremost among them stands the name of J. C. Eaton with his magnificent hospital contribution, and whole squadron of fully equipped armored motor cars.

But his latest donation in its conception and execution easily overshadows all the others in its bigness alone. It is probably one of the most practical plans which has ever been suggested to create employment and to bridge the annually recurrent period of slackness between winter and spring trading, accentuated a thousand fold this year by reason of the war.

The plan is entirely dissociated from any idea of business profit, either on the part of the Eaton store acting as the retailer, or on the part of the Canadian manufacturers who have agreed to supply their products at the bare cost of production. This plan has been organized to boost the "Made-in-Canada" idea on the largest possible scale and secure the co-operation of the manufacturers. In fact while creating extensive business for "Made-in-Canada" products, it serves to keep a very large number of Canadian factories working at full time when they would otherwise be shut down, or working on half time or less.

With the reputation of Eaton's store behind this plan, working

The Hamilton Newspaper Union

COMPRISING

65 First-Class Weekly Papers

Sworn Circulation for 1914

2,698,466

Weekly Average

51,703

We will be glad to send you List and Rate Card

Hamilton Newspaper Union
HAMILTON, ONT.

PROSPERITY
Made-in-Canada

St. Catharines has experienced prosperity beyond all previous records. All the largest stores in the city report record business during December. That month was also the biggest month in the Standard's existence.

There are thousands of dollars of wages being spent in the city on account of the work on the New Welland Ship Canal.

The building permits for 1914 exceeded those of 1913.

The Standard "has the field" and the manufacturer who wants to distribute his wares in the Niagara district can make them best known through the Standard.

The daily average gross circulation of the Standard for 1914 was 6195.

The Standard Printing Co.
St. Catharines, Canada

Reach the men and women who can afford to buy advertised products through the

EDMONTON JOURNAL

The newspaper indispensable in an advertising campaign in Edmonton and vicinity. The Journal's big army of home readers is responsible for the splendid results it produces for advertisers.

For rate card write

EDMONTON JOURNAL
(Branch Canadian Newspapers Limited)
Edmonton, Alta.

The One Indispensable Medium

For the general advertisers in Western Canada.

The Daily Herald
CALGARY, CANADA

Largest sworn paid in advance circulation of any paper between Winnipeg and the Pacific Coast.

Member Audit Bureau of Circulations.

For rates and information apply the Advertising Manager.

The Herald Publishing Co.
Limited

Eastern Representative, E. J. GUY, Canada Life Bldg. King St. W., Toronto

in conjunction with a large number of manufacturers of high standing, the public may be assured that this policy will be carried out to the letter, and that the entire benefit will go to them as consumers, and to the employes of the factories concerned as producers. It means that the cost of the store-selling-help for a month or more will be borne entirely by the Eaton organization, and that a very heavy charge will also fall upon the manufacturers of every "Made-in-Canada" article featured.

We have the fullest appreciation of the patriotic spirit which has prompted Mr. Eaton to meet a most unusual and difficult situation and hardly less credit is due to the manufacturers who have co-operated in this movement. But it is unlikely that this department store, although the actual cost of selling these goods for the period of the month will run into the tens of thousands, will in the long run lose anything.

On the other hand, we think that this is the best piece of advertising that has ever been put over anywhere. Every retailer is alive to the pulling power of the bargain counter, he is willing to sacrifice a certain line of goods at a nominal profit, or even at a loss to get the people into the store, for herein lies half the battle. Once get the people into your place of business, and attractive display and forceful suggestion will do far more in disposing of goods than ever an incidental bargain sale could do.

In this "Made-in-Canada" Eaton Sale, an added interest exists in the fact that it is not a bargain sale which means little to most thinking people, but in this case, here are goods being sold without profit either to manufacturer or middle man.

There is, however, just one thing to say about the plan that will put it in somewhat serious disfavor with a large and deserving section of Canadian merchants. We refer, of course, to the way in which it will hit the retail merchant. For a number of years now, especially among the smaller retailers of staple goods, the struggle for existence has been a keen one, due especially to the competition with the departmental stores and to the exceptional service which these organizations have been able to develop for speedy supply to their customers. These retailers in a number of different lines are now selling the identical goods which are being featured at the Eaton store, at prices with which they cannot hope to compete. The large buying power of the big store has for a long time enabled them to cut prices under the small buyer, and the difference, with manufacturer's and retailer's profit cut off, must be such that the retailer will have a poor chance to sell these articles except to a blind man without sense of touch or hearing.

We laud the patriotic spirit of the Eaton Company, we admire the unique advertising they have been able to put over, but our

Don't make the mistake of thinking you're buying space only when you place your advertising in a MacLean publication

It's not space, but service—service that reaches your best prospects, service that sells your product—service that forms a strong bond of co-operative friendship between you and the retailer, between you and the consumer,

We employ specialists in our service department who have had a broad experience in their respective lines, who know the retailer and his problems, and who can overcome the obstacles which confront you in marketing your lines.

In short they are expert sales advisers, who are ever at your service.

This service is yours for the asking.

Look over the MacLean list and select the medium which covers your best field.

Look into the MacLean service—wire, phone or write for a representative.

THE MACLEAN LIST

Canadian Grocer
Hardware & Metal
Dry Goods Review
Men's Wear Review
Printer & Publisher
Bookseller & Stationer
Canadian Machinery
The Power House
Sanitary Engineer
Canadian Foundryman
Marine Engineering of Canada
Maclean's Magazine
Farmer's Magazine
The Financial Post

Specimen copies and advertising rates sent on application

The MacLean Publishing Co. Limited

143-149 University Ave., Toronto

also at

Montreal Winnipeg New York Boston

Chicago, Cleveland and London

sympathies go out to the retailer, who, during the period of this sale, at any rate, has no basis on which he can compete.

Surely this is a matter that concerns the Retail Merchants' Association most vitally. We cannot believe that it will not be taken due notice of.

If the small retailer is still a necessity in every section of the country, as we firmly believe he is, then he is surely entitled to consideration in a case like this.

We are most heartily in accord with the "Made-in-Canada" idea, but there is one phase of it at least, which in their enthusiasm and eagerness the Eaton people have overlooked, and which has been made the most of by the Robert Simpson Co.

"Canada First—but not Exclusively." This slogan does not at first sight sound half so patriotic as the "Made-in-Canada or nothing" trade cry, but read the Simpson argument and refute it if you can. It is so convincing that we reproduce it below as it appeared:

Canada First—But Not Exclusively

You'll find that most of the articles offered in this one-price sale were made in Canada and might properly be grouped around our Beaver Shield of Canada First. "Why not all?" you ask; because this would not be sound policy either from a Canadian standpoint, or from that of the Motherland. Last year Canada collected a little matter of a hundred million dollars in Customs revenue. With this money we are able to send our contingents to fight in Flanders. So in buying goods made by Britain, and Britain's Allies, YOU CONTRIBUTE TO THE SUPPORT OF THE CANADIAN CONTINGENT OF THE BRITISH ARMY---that's the other side of the Beaver Shield!

Here is the war, with no end, no settlement in sight, and the hundred million dollars customs revenue will, by now, have petered out to an insignificant figure. Supposing Canada *could* produce everything required for the necessities and luxuries of the country, which it cannot, would that domestic trading provide even a tithe of this amount of revenue?

We leave the question to our readers, but we feel that "Made-in-Canada" exclusively is a little too drastic, and that, if only for the good of the Canadian exchequer, the products of Great Britain and her Allies should not be overlooked.

The London Free Press

(Member Audit Bureau of Circulations)

Average Net Paid Circulation for Last Quarter of 1914

40,936

Write for sworn detailed statement of circulation for 1914, together with map showing distribution over Western Ontario.

EDGAR J. GUY, Toronto Representative
61 CANADA LIFE BLDG. **PHONE MAIN 2392**

Advertisements in Colour

Are the most attractive and effective of all, and at the same time the least dopted. Few readers pass up attractive colour copy.

Most advertisers will prepare circulars by the score printed in colour, but will never give a thought to using colour in their newspaper and magazine announcements, which they conclude, without consideration, is too costly.

The extra cost for colour advertisements is slight and the advantage very great, more particularly when back covers are used.

Give us the opportunity to discuss colour advertising with you. We have seven back covers available during 1915.

Available Dates

March - - 20th
April 3rd & 10th
June - - 5th
July 10th & 31st
December - 18th

Canadian Courier

The National Weekly
Toronto

James B. Allen, Advertising Manager.

ADVERTISING DEFINED

ADVERTISING—the force which enables the modern business man to disregard the distance between himself and his prospective customers.

The force which gives him a million eloquent tongues with which to tell his business story to the world.

The force which enables him to create new desires and to point out new ways of supplying old needs.

The force which, properly directed, will make a worthy business prosper, but which, no matter how cleverly applied, cannot give permanence to an enterprise founded on falsehood.

The force by which a business may be built or wrecked, and which, in the last analysis, brings to him who uses it just that measure of success that his efforts deserve.

Advertising—the force which has transformed the parlor melodeon into a pianola, the cracker barrel into an In-er-Seal package, the crane over the hearth into a fireless cooker, and everything else in the world in a like degree.

A BOLD EXPERIMENT

IN the very laudable effort to "clean shop" and to protect their readers from fraud and misstatement the palm till recently had to be given to the farm press and high-class magazines, for though many of our leading papers had shown commendable activity in this respect, they had done little in comparison towards safeguarding the reader, and guaranteeing every advertisement.

So that the recent action of the New York *Tribune* marks a remarkable forward move in the setting of a higher standard of commercial morality.

The announcement that the *Tribune* would in future accept the entire responsibility for every statement made by advertisers is as plain and explicit as it is possible to make it.

In a few words they undertake to guarantee readers absolutely against loss or dissatisfaction through the purchase of any wares advertised in their columns. If the buyer does not like what he buys he gets his money back promptly either from the seller or from the paper. And they will only print advertisements in which they can believe, being ready to back with their own money whatever advertisers are permitted to say in their columns.

In their own words the *Tribune* says:—

"We want to do something bigger and better than anything any other daily paper has ever dared to do. We want to lead the way into the brighter future when the public will give full faith

Hamilton's Biggest and Best

Evening Newspaper

The Hamilton Spectator

It reaches the homes of the best buying classes in Hamilton and vicinity. It's because it is the Home Newspaper in its field and the housewife's buying guide.

THE FARMER'S ADVOCATE AND HOME MAGAZINE

(FOUNDED 1866)

Goes each week into thousands of Canadian farm homes where father and even grandfather first subscribed for it years and years ago. Such an established reputation is not only gratifying to the owners of this publication but it also means larger returns to those who buy space in its advertising columns.

Published every Thursday, subscription price $1.50 per annum in advance; sample copy and advertising rates free for the asking.

THE WILLIAM WELD CO., Limited

LONDON CANADA

and credit to what merchants say in the press about their wares. So we give to our readers such a guarantee as no other daily newspaper has ever given. You don't have to show a loss, you merely have to be dissatisfied in order to get your money back."

The very boldness of the move, coming as it does from a paper carrying such a large volume of advertising is all the more striking in view of the existing views which even the best publishers hold of their individual responsibility to their readers.

While adding our congratulations to the many which must have been received, we venture to prophecy that this assumption of fullest responsibility will prove profitable for the *Tribune*, but this does not preclude an expression of admiration of the courage and sense of public service which they have shown.

It may be that in the not distant future such a responsibility will be shouldered voluntarily by every publisher, and it is certain that the result of such action will be the enhancement of the reputation of those papers.

Meanwhile the *Tribune's* experiment will be watched with the closest interest, and the results accruing will have a deep significance.

DOES ADVERTISING INCREASE COST?

DESPITE the volumes that have been penned on this subject, and the many apparently conclusive arguments put forward to prove that advertising does not increase cost, there are, even in these enlightened days, far too many business men remaining who can see nothing in advertising but an unnecessary and unwarranted expense.

There is no denying the fact that in those stores where business is slack, the highest prices prevail,—in the busy stores one finds the lowest figures—and the wise merchant who lets the public know what he has to offer can look for a brisker business without materially increasing his overhead expenses for light, rent, heat, taxes and insurance are more or less stationary factors in overhead expense.

Clerk hire has to be paid for in any case, and if each individual clerk sells twice as much as before, the turnover is by so much increased, prices can be lowered and still the profits will far outdistance those of the unadvertised store.

But advertising has performed another service to the retailer which has done much to spread the volume of sales evenly over every month of the year.

Without it buying at the height of the season would be very heavy, and the slack seasons would be dull indeed, but the merchant who uses the force of publicity in the off seasons finds that he can equalize his trade, and at the same time he can save the extra expense

Four Records —and a Moral

During the four months ending January, 1915, the circulation records of

The Gazette
MONTREAL

show—

October—The largest circulation receipts in any month in the history of The Gazette.

November—Largest by far of any November.

December—The October record smashed.

January—The largest January The Gazette ever had.

Four records in four months, made by a newspaper which sells for double the price of any other Montreal paper!

MORAL

Gazette readers pay the increased price to get the best. If you sell a "quality" product, they are your most likely customers. Tell them the story of your merchandise in the advertising columns of

The Gazette

The Gazette Printing Co., Limited
MONTREAL

Speaks for Itself

W. BOUG

Clothier and Haberdasher
7-9 Sandwich St. West
Windsor, Ont.

Windsor, Ontario
February 9th, 1915

The Record Printing Co.
Windsor, Ontario

Gentlemen:—Even though our regular use of the advertising columns of 'The Evening Record' is sufficient proof of the value we place upon the newspaper as an advertising medium, still we believe you will be interested in a test that we recently gave "The Record" to more fully determine its worth.

On Thursday, February 4th, we used an eighteen-inch space advertising a special closing-out of a group of Women's Aprons that we had been giving to our patrons with purchases. As the Gift-plan was in effect only until February 1st, we decided to sell the remaining Aprons at 25 cents and 39 cents each.

The advertisement appeared but once and only in your paper. The following day we had sold **One Hundred and Sixty Nine (169)** of the aprons up until NOON.

A newspaper that can bring us 169 customers in any one morning is proof positive that our advertising contract with you is a very valuable asset.

Yours truly,
W. BOUG.

Average daily circulation of the "The Evening Record" for January, 7481

unavoidable at rush periods, while earning his customer's good will by pointing the way to undoubted economies.

As one writer puts it, "Advertising performs all that could be accomplished by house to house solicitation and at a far less cost. It visits a thousand homes and talks to the inmates thereof, while a solicitor could enter but one."

So that advertising must be looked upon as a vital part of the necessary expense of selling goods. It is in no sense an extra charge added to the cost of the goods.

ELECTING A MAYOR BY ADVERTISING

By J. I. Phillips, Advertising Manager of The Ottawa Free Press.

ADVERTISING elected Nelson D. Porter mayor of the Capital of Canada, at the beginning of the year. While two of the papers of the city were opposed to his opponent, they could, and did, give him but little editorial support. So great has been the division between the two factions over the Ottawa water problem that the newspapers editorially were about in a condition of stalemate. This situation had led to the election, as mayor, of a discharged civic employee a year previously, on a freak vote, and the proceedings at the City Hall throughout the year had emphasized the divisions on the water question and had also been characterized by many undignified squabbles and little real business.

While the latter conditions were distasteful to many citizens, it could not be forgotten that last year's mayor was the apostle whose election had saved one of the water factions from utter and permanent defeat. He, therefore, had behind him two newspapers and a large body of otherwise respectable citizens.

It was realized that to make a change, a candidate hitherto unidentified with either water party would be preferable. Nelson D. Porter, real estate owner and trustee of over three million dollars worth of Ottawa property, was the man. He had never taken part in politics of any sort. He had never made a speech. Campaign organization was an enigma to him. He was essentially a business and family man. He was seen little at the clubs. He was successful, rich, and conceded to be one of the capital's soundest business men. But he was not known by the mass of the people, except as a rich man who was driven about town in a Packard car. Even his charities, and they have been numerous, were kept under cover.

Perceiving the condition of affairs in newspaper circles, Mr. Porter neither sought, nor was offered, editorial support from the papers who naturally should have been his champions. He secured but little space in the news columns. His campaign addresses were not striking. They were simple,

For Toronto Customers Use This Combination

The Toronto Morning World in the mornings and **The Toronto Sunday World** late Saturday evening make an ideal combination for the betterment of business conditions.

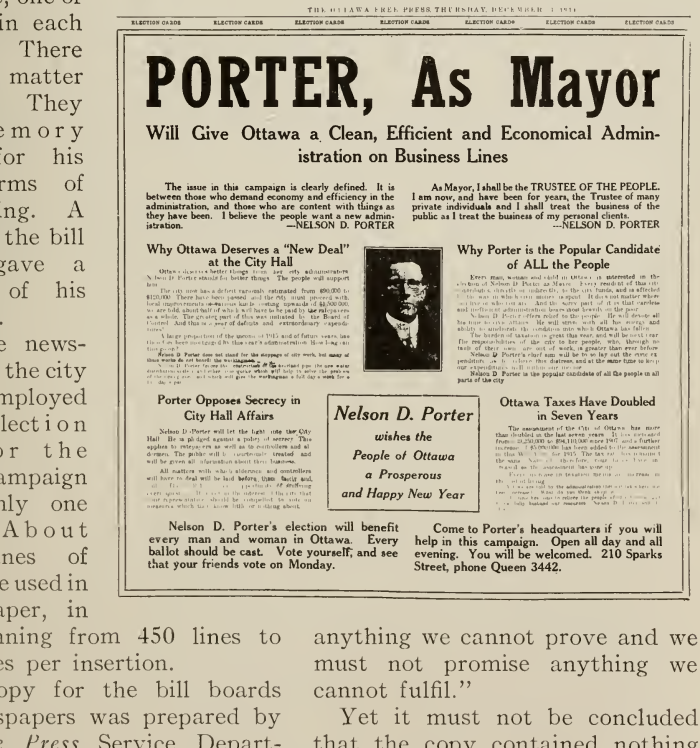
The Morning World is the Toronto morning paper with the big Toronto, suburban and Hamilton circulation. The Sunday World is in a class by itself—a five cent paper with a larger purely Toronto circulation among the employed than that of any other Toronto medium—morning, evening or weekly.

To cover Toronto and near-by points The Daily and Sunday World will serve your purpose better than almost any other combination you could use.

straight business talks from a quiet, careful, middle-aged man who had never spoken in public before. They did not make much "copy" for city editors.

At the outset, Mr. Porter therefore made plans for an extensive advertising campaign. He secured every available bill board in the city. He printed eight sheet posters in six different sets of copy and these were posted as far as possible, one of each set in each vicinity. There was little matter on them. They were memory joggers for his other forms of advertising. A glance at the bill boards gave a synopsis of his campaign.

All the newspapers of the city were employed during election week for the whole campaign lasted only one week. About 6,000 lines of space were used in each paper, in copy running from 450 lines to 2,000 lines per insertion.



THE OTTAWA FREE PRESS THURSDAY, DECEMBER 3, 1914

ELECTION CARDS ELECTION CARDS ELECTION CARDS ELECTION CARDS ELECTION CARDS ELECTION CARDS ELECTION CARDS

PORTER, As Mayor

Will Give Ottawa a Clean, Efficient and Economical Administration on Business Lines

The issue in this campaign is clearly defined. It is between those who demand economy and efficiency in the administration, and those who are content with things as they have been. I believe the people want a new administration.
—NELSON D. PORTER

As Mayor, I shall be the TRUSTEE OF THE PEOPLE. I am now, and have been for years, the Trustee of many private individuals and I shall treat the business of the public as I treat the business of my personal clients.
—NELSON D. PORTER

Why Ottawa Deserves a "New Deal" at the City Hall

Why Porter is the Popular Candidate of ALL the People

Porter Opposes Secrecy in City Hall Affairs

Nelson D. Porter
wishes the People of Ottawa a Prosperous and Happy New Year

Ottawa Taxes Have Doubled in Seven Years

Nelson D. Porter's election will benefit every man and woman in Ottawa. Every ballot should be cast. Vote yourself, and see that your friends vote on Monday.

Come to Porter's headquarters if you will help in this campaign. Open all day and all evening. You will be welcomed. 210 Sparks Street, phone Queen 3442.

The copy for the bill boards and newspapers was prepared by *The Free Press* Service Department. The newspaper copy was not released till ten o'clock each morning so that there was no time for altering the proofs. Everything had to go as originally laid out. For this reason, perhaps, the advertising presented a rough and ready appearance.

But while there was haste in setting up the copy, there was no haste in preparing it. Each advertisement was subject to the most critical scrutiny to satisfy the candidate's idea of fair play. He set down this rule at the beginning, "we must not say anything we cannot prove and we must not promise anything we cannot fulfil."

Yet it must not be concluded that the copy contained nothing but generalities. Far from it. Many quotations from the candidate—strong direct appeals—were embodied in it. Several slogans

THE

QUALITY **National** SERVICE

Electrotype & Stereotype Company

have special facilities to handle the electros and stereos for your Spring Campaign.

Skilled Workmen—Up-to-date Plant.

Prompt and courteous service.

We specialize on Newspaper Plates.

Address

229 Richmond Street West, Toronto

'Phone Adelaide 16.

WHEAT $1.37

Alberta wheat reaches highest point ever known. The people who have money to spend on advertised articles are the Westerners, and particularly the Farmer.

The Alberta field is a large one and developing mighty fast. People coming in all the time, and buying what they see advertised. Now—YOU CAN get your share of this business if you go after it, but you must

ADVERTISE

"THE ALBERTAN" is the leading Liberal paper in the whole Province; you know that means a good substantial rural circulation—some of it exclusive—and we guarantee it, and furnish detailed sworn statements as well as distribution statements. Ask any recognized Advertising Agency, or write us direct and we will send full particulars.

Tell your advertising man to put The Albertan on his list for your next copy.

Weekly and Daily average per week, 22,500

The Morning and Weekly Albertan, CALGARY Alberta

and phrases were coined which were appropriated and used by candidates for other offices and each proved to be a vote-getter for Porter, because they were first and continuously identified with his campaign. As soon as it became apparent that the "new administration" band waggon was going to land at the City Hall without mishap, it became popular for other candidates to scramble up on it.

The assumption was pleasantly worked into every advertisement that Porter *was* going to be mayor for 1915. All the way through, the copy was optimistic of the future, when Porter would be mayor, not critical of the past, when his opponent occupied that seat. The opposing candidate was never named.

In addition to the newspapers and the bill boards, every elector in the city was reached with two pieces of direct mail matter sent in one envelope. The one was a multigraphed letter from the candidate. The other was a card bearing the slogans and the particular polling place of the voter. The location of many polls had been changed. Official notifications of these had been sent to voters a week previously and the presumption was that many would be lost before election day. The Porter cards arrived a day or two before the election. They were saved by the electors and they saved many an Ottawa voter a hunt for a place to cast his ballot on election day.

* * *

The biggest job facing any man is—himself.

PROFITABLE USE OF SMALL SPACE

Small, Intelligent Advertisements will Prove the Store's Merits and the Advertiser's Ability.—By James R. Hopley

[*The accompanying article by a well known writer emphasizes in the strongest manner possible the necessity of "Keeping everlastingly at it," even in the smallest space, if maximum results from any kind of trading are to be assured.*

Manufacturers cannot fail to find the hammering home of this doctrine of the greatest benefit to them in their relations with the retailer, and every storekeeper who makes persistent publicity an integral part of his daily trading will speedily attain an enviable position in his community. The article is well worth the most careful perusal.—EDITOR.]

EVERY store should advertise! The question of space to be used depends entirely on the merchant; on what he has to offer and on how seriously he realizes the possibilities of getting returns from the space he buys.

I have in mind a grocer who uses a two-inch space every day in two daily papers. He usually puts a single argument about one article into that space and I know the space pays for itself, because I know that people read that small space every day, and are guided in their purchases by what it says. Could any more convincing argu-

Designing
Copy-Writing
Printing

As every advertising man knows, these three things are the component parts of every piece of printed advertising matter, from a circular to a catalog.

Our staff includes experts in all three.

We have the complete staff as well as the complete facilities to render prompt and effective service to every manager who has a printing problem on hand.

PHONE, WIRE OR WRITE TO

Acton Publishing Co., Limited

Corner Queen and Gwynne Avenue
TORONTO

TEL. PARKDALE 4171
Jas. Acton, President

MONTREAL; 13 Coristine Bldg.
J. J. Gallagher, Managing Director

ment concerning the advantage of advertising be given?

I know another grocer who uses ten inches a day, five inches double column, and it pays him, because he says it pays him. These two grocers live in the same town, their field is the same, their possibilities are the same. They appeal by real argument to a class of people who appreciate their real human needs. The per cent. of profit either makes out of his advertising is, apparently, about the same. In this same town are other grocers. Practically all of them advertise. They carry from two to four inches of space each day and they all say it pays.

There are many towns where grocers do not advertise, partly because advertising seems too great an expense, and, as some storekeepers have told me, they feel they can't afford to advertise on a big scale, therefore they do not advertise at all. That is the most foolish argument possible.

Every merchant should advertise! Some may not be willing to use more than an inch, others might use a column; but no merchant should use more space, should spend more money for advertising than his store and trade justifies.

I am not on confidential terms with Theodore Roosevelt, nor do I personally know any of the hunters for big game, but I'll bet a nice rosy apple that if one of these hunters for big game started out on a hunting expedition, he would not take along a lot of bird shot. If a merchant wants to convince himself about this advertising proposition he ought to get a smooth-bore argument and put in one shot and fire it, and, if he failed to bring down game, he ought to try again.

I know a doctor who studies his patient to see just what is the matter with him and gives the patient a remedy that will cure that disease. There are other doctors who are less keen to symptoms, and, when in doubt, give what they call "shot-gun" doses, and if one ingredient does not effect a cure perhaps another will. Many merchants are doing the "shot-gun" dose plan of advertising; they jumble together a lot of things they have to sell; put it together, usually in sloppy fashion, and, if it doesn't bring down the game, they say advertising is no good.

I have had a lot of experience in advertising, but I have yet to talk with a merchant who promoted small-spaced publicity, intelligently handled, who did not admit that it paid him. One thing about small spaces that can be said to their credit, there is no opportunity for a merchant to say foolish things —which might be possible with larger spaces. And another thing about small spaces: a little investment goes a long way, and a persistent use of small spaces, day after day, will insure every day's argument getting some one. It isn't so much that a store can say all it wants to say, but that in saying one thing, the logic of it, the reiteration of the argument will permit, nay, will ensure, the best results.

It is a difficult matter to fill big

spaces and use them intelligently. And the merchant with a store to justify the use of big spaces ought to have a special man to look after and study his advertising needs. But the man with a small store, or with a fair-sized store in a small town, ought to get this small space idea into his mind and let it do its work. Give full expression to the advertising needs of each day and let every day develop something that is worth presenting in a logical way; and make the space talk store sense.

There are stores that might be justified in the use of only an inch every day, and I admit it is pretty hard to have that inch very forceful in an eye-catching way. I am not arguing that an inch advertisement is logical, but I do insist that if a merchant cannot see his way clear to use more space than an inch a day, he ought at least to use that much. The best advertisements I have ever seen were three, four or five inches, single column. They permitted an argument, they insured attention, they talked eloquently for the store and they made an impression on the business judgment of the community.

Take the five-inch double column grocer's advertisement to which I referred above! That was a real development of publicity. That merchant bought four inches single column and gave his attention to filling it. At the end of a year he made a new contract for five inches each day. Another year and he bought six inches. That space he kept using for three years, then he jumped to ten inches: five inches double column. It has paid him all the time. He has developed his advertising ability with his advertising experience, and the last time I talked to him about advertising he said it had proved his best investment, because it not only permitted an argument for new trade, but it helped him interest people who were already dealing with him. He was positive that many things could be said about groceries that would get the interest and hold the patronage of the people of the community. If there are things to be said about groceries that are illuminating, why not also things to be said about shoes, or drugs, or books, or confectionery. The extra business to be developed through small space is so great that no man in business can afford to hesitate nor can he afford to take chances with larger spaces until he has tried out the small ones.

Every community has many men in business who could try out the small space advertising possibilities and it would not take long to prove the possibilities nor be very expensive in experimenting. After a reasonable time the certainty of the matter would be so well established that anyone could see the advantage.

Newspapers ought to give more attention to developing users of small spaces. Twenty contracts for from two to five inches a day are more representative than two contracts for half pages. And, in using the larger spaces, the small city daily is not certain that the best results are being reaped by

the business man. Every store should advertise, regularly and persistently. Every advertisement should be intelligently written, logically adapted to the needs of the store and the taste of the community, as well displayed as the small space will permit, and as strong in every way as the little argument can be made. If, after a short experience, it may seem possible or profitable to double the space, to increase the number of arguments, to double the pulling power by increasing the number of articles advertised, that is all very sensible. But no expensive developments should be made until the use of the small space has been justified and then the larger space made logical in proportion.

Advertising must pay a percentage of profit on the investment. Some merchants feel they can tickle their own vanity by promoting big spaces filled with clever statements, but the sensible man in business will go after business with argument, making his statements count in a decided way, putting spice into the expressions and seeking, always, to have the advertising representative of the store. If it were "up to me" to do it I would advertise; if I felt my business could support it, I would try out five inches every day and see what I could develop from that. If I was fearful of five inches I would contract for three or two, or even one. A half inch is better than no space at all. Take one of the high-priced magazines and see where an advertiser has made a small space speak volumes. There is no reasonable excuse for a man in business trying to dodge his advertising responsibilities. There is no reason why a man in business, merely because he feels he cannot

BEAVER FLOUR
gives a delicacy and flavor to Bread—
that you can't get in Western Wheat Flour
The T. H. Taylor Co. Limited,
CHATHAM, Ont.

An argument that should appeal to the housewife

use a column profitably, should feel that he can afford to pass up the advertising proposition entirely.

After all, advertising is one branch of the business. It is one thing about business that can be gauged to the needs of the occasion and can be made to yield the best service to the establishment. Of course it is a matter that requires intelligent handling, but it is also an investment that produces reasonable returns. Hiring salespeople is very important, buying stock and goods is essential, but the public expression of belief in store and salespeople and goods, business methods and values, are fruitful of satisfying returns if presented in the right way. And

the single argument, persisted in day after day, used in small space if need be, but used regularly and effectively, will get the interest and appreciation of the community and will bring to the store a "golden yield" of trade. Making the space worth what it costs is the really essential thing in advertising, and a merchant can be sure of his small space profits when he might be doubtful of the profits in his larger spaces.

By all means advertise. As the patient said to the dentist, "Doctor, now be aisy, and, if you can't be aisy, be as aisy as you can." By all means advertise. Advertise all you can afford to, but remember that advertising makes business and advertising is business; use small spaces if you can't see the profit in larger spaces, but use some space every day, all the time. Make it count for the good of the store. You can do it. Try intelligently and persistently.—*Advertising World.*

RECENT ADS.—GOOD AND OTHERWISE

By The Captious Critic

THE man that says that you cannot sell anything through the daily newspaper has another guess coming. You may have noticed the "Wanted a Home for a Baby" ad in a recent issue of the Toronto *World*, and our hat is off to the artist who wrote this ad. It is not reproduced because in the way in which it was set it would take about a column and three-quarters of our space, but that does not preclude me from calling its merits, and for a straight heart to heart talk there is nothing that has ever appeared in American or Canadian publications to beat this.

Here's the introduction: "I am a baby 2 months old—good natured—in fact I sleep most all the time. My parents are young and healthy." Of course the paragraph where the baby says he will some time endeavor to do some little thing to repay what the good people adopting him have done for him is stretching it a little, but the human interest is right there. On the top of that you have a cut of the cherub, and after the descriptive paragraph of the beauties of the child what could be better than this "Please do not blame me, for I am not old enough to be blamed."

This ad, we believe, only appeared in one newspaper on a Saturday morning, and we are given to understand that the baby was in its new home in one of Toronto's finest residential districts at 5 o'clock on the same day.

* * *

Dewar's seem to confine themselves mainly to two kinds of publicity—the bold display kind as in the ad reproduced, and the strong pictorial ads familiar in the magazines and on the bill boards which have not been so much in evidence of late.

The ad in question, although it is merely general publicity, in its

bold use of white space and sparing use of text is sufficiently striking. Then, again, at this time when "your king and your country wants you," the reproduction of the Royal Arms has added adver-

tising value. And the border of Scotch plaid, if not the prettiest thing imaginable in the reproduction, links up well with the article advertised.

The space used in the daily press was fairly generous, and there was little chance of missing this ad on the page on which it appeared.

* * *

Brown's "Art Clothes" ad is another case in which white space has been used liberally, as will be seen from the reproduction.

Here again the ad shows up on the page to very good advantage. The argument is somewhat unusual—We could reel off pages on the goodness of our clothes, but conversation doesn't enter into their making. Our label is an insurance policy of satisfaction. Try us.

There are many, no doubt, tired to death with the fatuous vaporings and interminable adjectives of some clothing firms, who will welcome this simple straightforward way of making a claim on public patronage, and I must confess that it touched a soft spot in my "make-up."

The ad, you will notice, has evidently been prepared by the manufacturers for use by local mer-

¶ We could reel off words by the hundred on the goodness of
ART CLOTHES
Their manner of fitting, the fabrics, etc., but conversation doesn't enter into the making. The builders of
ART CLOTHES
work diligently and skilfully—we are sure you will be proud of the results.
Cook Bros. & Allen, Limited, label is an insurance policy of satisfaction.
BROWNS' LIMITED

chants, and it would be interesting to learn what success has accompanied this somewhat novel series.

* * *

The war has much to account for, and the plug tobacco ad

reproduced is surely not one of the happiest advertising uses to which it has been put.

With more than two-thirds of space allotted to the drawing, the remaining third is deserving of a little more convincing argument than what we find.

For I have yet to learn that either the British Jack Tar or the

Air Scout is a connoisseur of the kind of tobacco palatable to the average Canadian. Have they not the reputation of revelling in plug just a little stronger than appeals to the ordinary taste?

The drawing is well exccuted, but the language not entirely relevant. How can it be a recommendation to speak of "King George" plug as the "quintessence" of choice tobacco?

And the very best talking point, that this brand keeps all its original richness because it is not dried by age or artificial heat, is almost lost sight of.

I hardly think this ad would have induced many habitual chewers to "taste the lingering flavor" of "King George."

I have had occasion before to comment on the Sunbeam Mazda Lamp advertising of which the accompanying ad is a worthy representative.

The illustration has a meaning not difficult to understand and emphasizes two points—the sunlight brilliancy of the lighted Mazda lamp, and the huge factory with its ample production of lamps giving three times the light at the same cost.

The "Made-in-Canada" idea is made the most of in the copy, and a further incentive to try this lamp is fittingly included—they are more rugged in construction.

SUNBEAM
MAZDA LAMPS
Made in Canada
In these times of war we can each do our share to help the financial affairs of the Dominion by buying only "Made-in-Canada" goods
When it comes to the question of lamps, you should always "boost" Sunbeam Mazda Lamps. In addition to being a "Made-in-Canada" article they are superior to any imported lamp, being more rugged in construction and giving a better light.
Send us a trial order and let it be proved that "Sunbeam" Mazda lamps are all we claim for them.
The Canadian Sunbeam Lamp Co.,
Limited
Main Office and Factory - TORONTO
THREE TIMES THE LIGHT AT THE SAME COST

Here's an argument, I think, might have been made even more of than it has, for my experience has been that this style of lamp requires somewhat careful handling.

But the ad as a whole is real

good, and the illustration of the lamp itself prominent enough to get fixed in the mind of the would-be purchaser.

* * *

Whether the Sunlight people are responsible for the "wolf" ad herewith, or not, I am unable to state, for I culled it from a far away Jamaica paper. But I do think, that in view of the really magnificent advertising with which

The Untiring Energy
of the WOLF is proverbial. Practically no energy is required where SUNLIGHT SOAP is employed. SUNLIGHT SOAP is energy itself. The Wolf is the enemy of mankind;
Sunlight Soap
is the enemy of all dirt. It is the friend of the housewife, and is made for her profit. To the housewife it means less labour, less dirt, more leisure, and time and money saved.
SUNLIGHT SOAP does away with needless rubbing and scrubbing, and so preserves the clothes.
GIVE IT A TRIAL.

we are accustomed to associate this product, it is not too severe to describe the arguments and similes in the ad under review as futile in the extreme.

To liken the untiring energy of the wolf to the energy of a soap (whatever that means) is even more far-fetched than to compare the wolf as the enemy of mankind to sunlight the enemy of dirt.

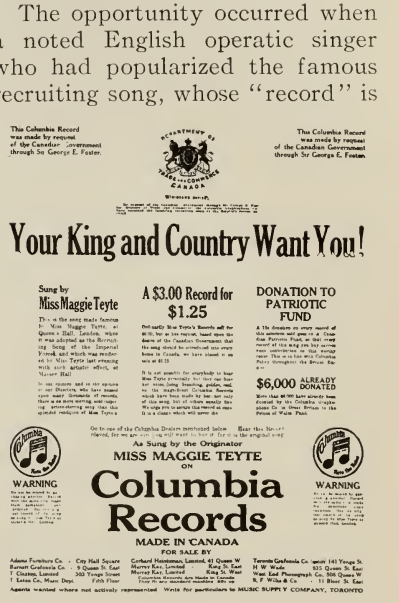
The only redeeming feature is to be found in the later paragraphs in which the old time arguments of labor, time and money-saving are employed.

There may be a reason for such extraordinary copy, but it is beyond me.

* * *

Once more the patriotic sentiment is employed—this time by the Columbia people to very good effect.

The opportunity occurred when a noted English operatic singer who had popularized the famous recruiting song, whose "record" is


This Columbia Record was made by request of the Canadian Government through Sir George E. Foster.
This Columbia Record was made by request of the Canadian Government through Sir George E. Foster.
Your King and Country Want You!
Sung by Miss Maggie Teyte
A $3.00 Record for $1.25
DONATION TO PATRIOTIC FUND
$6,000 ALREADY DONATED
WARNING
WARNING
As Sung by the Originator
MISS MAGGIE TEYTE
ON
Columbia Records
MADE IN CANADA
FOR SALE BY

advertised, sang it at a Toronto concert, and this advertising appeared in the local press on the following day.

Further inducement, it will be noted, is offered by a reduction of the original price of $3.00 to $1.25, and the 15 cent payment to the Patriotic Fund for each record sold adds a further appeal to graphophone owners.

The ad is well balanced, well displayed and readable, and the very sensible inclusion of the names of local dealers has once again the full approval of the Captious Critic.

WHAT I HAVE FOUND OUT IN ADVERTISING

By Manning J. Rubin

IN advertising fifteen distinct lines I have found out that—

What you have to sell counts more than what you have to say. And it is not how much you say, but how you say it, that puts the selling power in the ad.

The ad that interests the advertiser more than it does the prospect is fatally unbalanced. In writing ads. keep your personality in the dim background, and be generous with the personality of the goods advertised. There's where you will strike the customer's responsive chord.

You shouldn't praise the store or management too much. Egotism never is conducive to self-preservation. True, your reputation counts a good deal with the public, but reputation proceeds from what and how you sell, and if you satisfy people as to "what and how" your reputation will take care of itself. The most fortunate stores in the world are those about which customers say, "They're nice people to deal with."

Advertising will not insure immortality for your business, but if your business has the "makin's," advertising will help keep the spark of life alive. Don't be bashful or modest in advertising. Be vigorous and dominant without being offensive or blatant. If there's anything good about your goods or store, proclaim it to the world. Pardonable pride is always pardonable and very often profitable. It pays to be on the alert to find out what people think about your store. If they think unkind things about it, make investigations; if they think kindly, make news. To say good things about yourself and your goods will help sell goods if you say the good things in the right way. All the advertising success in the world can be classified in three words—the right way.

Never say unkind things about your competitor. To do so is justifiable suicide. Show how good your store is and not how bad your rival is. Every time you knock a rival you loosen the confidence in all stores selling your goods—your own store included. If you can't say anything totally truthful about the "other fellow," why forget him, and perhaps your customers will also forget him. Your opinion of your competitor will never increase your sales or decrease his.

Never be ashamed of the prices you put on goods, and when you advertise the goods let the prices get on the seat. Put them in good, black figures, for when you emphasize a price you unconsciously emphasize the fact that the goods are worth it. Your ads should carry friendly information, and a good price is always friendly information. Price is all-important before the sale; after the sale it's the quality that's remembered. And put some human interest in your descriptions, but don't be-

come effusive. If you feel all-fired enthusisatic about your goods put some of the enthusiasm in the ad and the balance should be reserve. An intoxicated ad never wins patrons.

If you are one of those ad-writers who are poets, humorists, philosophers, statisticians, take an anesthetic of some kind that will

Canada's Finest Lager
Keep your lager money at home. Drink Regal for choice—it has the snappy flavor, the clear amber color and the "clean" taste that bespeaks the thoroughbred article.
Everything about Regal is grown or made in Canada—your money "stays home"—you get a lager second to none in the world.
Regal
"Spell it backwards"
Try Regal Lager at lunch. Have a case sent home and relish it at dinner—let your wife enjoy it too. Regal is a splendid food-drink.
If your dealer hasn't Regal, telephone Hamilton Brewing Assn., Limited. Phones: Toronto, Main 3681—Hamilton, 439.

One of a series of current interest

produce a state of self-restraint. These things—humor, poetry, and the like, are the most ill-used things in advertising. If you are blessed with a bubbling sense of humor, let it bubble elsewhere than in your ads. Many magazines will pay for humor, and the public looks to these magazines and not to advertisements. Of course this advice is directed at people who use humor in the wrong way, but only geniuses can use humor to aid in selling goods. Most ad-writers who resort to humor use inapplicable matter. When humor brings out a selling point, or directs animated attention to the ad., it performs a good function, but little ad-humor does this. Most people are deadly serious in spending money, and after enjoying your joke, will be more deeply influenced by an ad. that talks home.

By all means use humor, philosophy or anything else if it helps sell goods; but unless it focuses buying attention, it fails of its proper purpose—no matter how loud or long the reader laughs. As an example consider, "Velvet Joe's" humor and philosophy—notice the way it applies to the article advertised?

There are many things daily being found out in advertising. The writer has found out the above things and others. Ad-knowledge gained from experience is universally pronounced to be the most valuable, and, no matter how little or how much advertising you do, a little analysis of your experience will give you many pointers in trying to stimulate the buying impulse of that many headed monster—the buying public.—*Modern Methods.*

* * *

A wise success-seeker profits by the experience of those who have camped along the trail before him.

* * *

Advertising is not a new art, but a new emphasis to the old art of salesmanship.

THE GOSPEL OF GOOD TIMES

Being Chapter XXIII of the First Epistle to the Dead Ones

AND, therefore, it came to pass, when the seven fat years had been fulfilled, that there arose those among the people who cried with one voice: "Behold, the years of famine and darkness are upon us."

2. And straightway they did crawl into dark caves, and pulled the caves in after them, and did shut out the sunlight.

3. And they lamented with many lamentations, saying: "The years of darkness have come and the sun hides his face from the children of men."

4. Then came others who were wise in that generation, and did beat upon the stones that were rolled before the caves wherein the calamity howlers howled, and cried unto them to come forth, saying: "Behold the sun still shines, and the face of Nature is fair to see, and thy crops ripen fast unto the harvest, and shall another reap in thy fields where thou hath sown?"

5. But the dwellers in darkness cried to get them hence, saying: "Know ye not that darkness is upon the land and we cannot see: nay, verily, even the hands before our eyes?"

6. "Here now will we abide, for we have a little provision, but enough only to suffice for our own needs during the dark days, and when we behold the sun again, then shall we come forth and till the fields, but not yet, nor soon."

7. And those who were without held council together, saying: "None are so blind as those who will not see, and wherefore shall we not gather to ourselves the ripe grain of these our sightless brethren which lies ready to our sickles? Then shall we have all

EATON'S DAILY STORE NEWS
To Help To Keep Canadian Factories Busy
Starting Our Great Campaign of Made-in-Canada Goods
Bargains For You—Employment For Others
T. EATON Co.

Announcing the "Made in Canada, No Profit" campaign in two colors in page space

our own and twofold more, and when these howlers of the caves are an hungered, lo, we will jar loose from them many shekels for that which was their own and they would not take. And it shall come to pass that we shall wax fat and our sons shall wax strong upon the land."

8. And it was even so.

* * *

You must be master of your own work or else you are its servant

WHAT'S DOING AT THE AD CLUBS

CALGARY

The Calgary Ad Club, at their meeting of the 5th of January, recorded themselves as against the persistent "knocking" of Canadians in certain quarters of the United States, and passed a resolution which has their best support but which is too long to be reproduced in *toto*. The arguments adduced are striking and irrefutable.

* * *

HAMILTON

The annual meeting of the Hamilton Ad Club was held on January 12th, and the following officers elected: W. C. Thompson, president; James Hamilton, vice-president; F. L. J. Selden, secretary; G. B. Perry, treasurer; Russell T. Kelly, L. R. Greene, W. W. Howell, Fred Cloke and Geo. Hobart, programme Committee.

* * *

MONTREAL

T. Kelly Dickinson, of the *Financial Times*, gave an able address at the Publicity Association on January 5th, and maintained that Canada has over-reached itself in increasing industrial plants upon the strength of foreign borrowings and demands for goods which are still in the perspective.

England, he maintained, always lived well within her income, and Canada must learn to progress and at the same time live within her income. Industrial works in Canada were ample for years to come—natural resources must now be developed by workers and not by speculators.

* * *

W. H. Goodwin, president of Goodwin's Limited, was the speaker at the weekly lunch on January 19th. Truthfulness in retail advertising to be attained by general adherence to standardized word meanings, was the essence of his plea, and he deprecated the waste involved in extravagant advertising. He cited a number of stock expressions in common use by retail advertisers which have become meaningless by their indiscriminate use.

It was right for retailers to encourage the "Made-in-Canada" movement, but they must on no account overlook their obligation to their customer. Canadian manufacturers would eventually wake up to the realization that they must make the right kind of goods and sell them at the right prices.

* * *

The Publicity Association have been running a "500 contest" with the object of increasing the number of members to that figure.

A number of valuable prizes for the most successive canvassers for new members have been offered.

The Christmas Auction of "Made-in-Canada" goods in aid of the "out-of-works" was voted a big success, and realized a considerable amount.

TORONTO

Geo. A. Kingston, commissioner of the Workmen's Compensation Board, gave an instructive talk on matters relating to the Act which has recently become law in Ontario, and a large turnout of members and manufacturers attended.

He welcomed the criticism of the way in which the Act was being administered, notwithstanding the fact that considerable misunderstanding still existed, and explained the two sections under which compensation was awarded.

Under schedule one a levy was assessed on all manufacturers, which formed a fund from which compensation was paid *pro rata*, but under schedule two which dealt with the transportation and allied interests, each firm or corporation incurred individual liability.

Details of the way in which payments were made periodically to dependents and not in a lump sum, were explained, and it was pointed out that under the new law contributory negligence did not debar the employee from recovering damages.

All claims were settled by the board and there was no recourse to appeal, and those companies coming under schedule two were also assessed for the Board's administration expenses.

Farm laborers and the domestic class were excluded from the operation of the act, but they were now much better off to recover damages than formerly.

A number of pertinent questions were put to the speaker and answered to the general satisfaction.

Striking originality. The new "Old Dutch" jingle series.

This is a further of the series of talks arranged by the education committee with a view to enlightening the members on civic and provincial matters in which it is felt they should take a more intelligent interest.

* * *

In the unavoidable absence of Charles C. Nixon, who was the scheduled speaker on February 2nd, Isidor Simonski, president of *Everywoman's World*, gave a "personal experience" talk on the magazine situation in Canada.

Exactly the same methods, he maintained, could be applied successfully to the marketing of a magazine and any other product.

In relating of the circumstances which led up to the publishing of his exclusive woman's magazine, he told of his efforts to market a flavoring essence, and why his advertising on this proposition had fallen down.

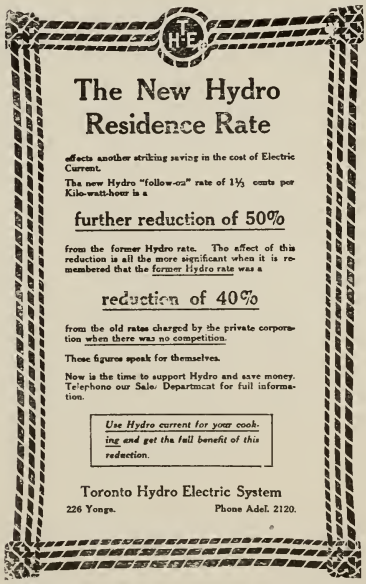
Careful records showed that in spite of the very numerous replies received, they were costing from 40c to $1.19 per enquiry—a cost entirely prohibitive.

And on searching for the reason of this he discovered a big wastage of circulation.

His was a proposition appealing entirely to women, and investigation failed to find any Canadian magazine with more than 60 per cent. exclusively "woman" circulation.

Everywoman's World was the outcome, and its success was attributable to the novel disribution methods introduced, in which the giving of premiums, and the appointment of agents in every town and village had proved the biggest factor.

Canadian magazines were handicapped by the absence of a single rotary magazine press in Canada, and no magazine publisher could


H-E
The New Hydro Residence Rate
effects another striking saving in the cost of Electric Current.
The new Hydro "follow-on" rate of 1½ cents per Kilo-watt-hour is a
further reduction of 50%
from the former Hydro rate. The effect of this reduction is all the more significant when it is remembered that the former Hydro rate was a
reduction of 40%
from the old rates charged by the private corporation when there was no competition.
These figures speak for themselves.
Now is the time to support Hydro and save money. Telephone our Sales Department for full information.
Use Hydro current for your cooking and get the full benefit of this reduction.
Toronto Hydro Electric System
226 Yonge. Phone Adel. 2120.

An appeal that touches the heart should "make good."

see any profit in boosting circulation beyond a certain amount, because advertisers would not pay the price for the increased figures.

As regards the old "bug-a-bear" — quality of circulation, — the quality of the readers was governed by the quality of contents, and extensive tests alone could show exactly what the readers demanded.

THE WORLD DOES NOT COME TO YOUR DOOR

IT required just as long to convince the world of the value of the oil lamp over the tallow candle as it required to convince the world of the value of the incandescent light.

The first plow was made of a twisted stick, sharpened at the end. The original power by which this plow was propelled was an ox hitched in harness made of twisted straw. It was a long, long time before the people who used this crude implement for farming were persuaded that there was something better.

The first man who said, "This ox, this harness of twisted straw and this plow made of a twisted stick do not represent the final evolution of farming," was chased into the hills and stoned to death. He was regarded as a traitor, as a dangerous man with ideas that were a menace to the peace and *status quo* of the community.

Not so very many years ago I lived in a country where men gathered along the mountainside to throw rocks at the windows of passing trains. Everything that seemed to bear the mark of improvement was regarded as dangerous.

It seems that the people of the world have accepted with greatest eagerness the things of least value. It has always been a problem to present that which operates for the greatest good.

You will always find a greater crowd around a resort offering cheap amusement, around a peanut stand, or around a cheap lemonade counter, or at a snake booth—than you will find before a window that demonstrates a thing of scientific value, or around a machine that promises to revolutionize one of the world's industries.

There is no such thing as the world arising spontaneously in its demand for a useful product, it is a mistake to believe that things sell themselves. Things must be sold, and the problem of selling commodities, luxuries and the necessities of life, is most certainly a problem as yet unsolved.

The majority of people are quite well satisfied with what they have; are quite well satisfied with their condition, and it requires persuasion and an impressive picture to convince men and women that the modern washing-machine is an improvement over the old-fashioned washboard.

It has required more effort to convince the world that a woman is not required to roast her face over a broken stove, than it has to sell all the fake cures advertised through almanacs and cheap newspapers.

The world does not go out in search of some new method of lighting a city, or of paving a street, or of building a house. The man who has found an improved way of lighting a city goes to the people of that city to persuade them that he can improve the present method.

He meets with hesitancy on the part of all, and with resistance on the part of the great majority,

before his improvement is given a trial. If such an experiment proves successful, the rest of the world does not immediately adopt the idea—oh, no, not by any means.

It is necessary to employ the most forceful statesmanship possible to introduce the same improvement into other cities. The ideas that have revolutionized the world have been regarded with suspicion. We do not know that we need a thing until the fact is called to our attention.

If you hide your light under a bushel, you are digging your own grave. The world is not coming to your door to demand either your talent or what you may have to sell.—*The Poster.*

THE RIGHT BEGINNING

QUESTION: Where should a young man begin who wants to make advertising his life work or his permanent business?

Answer: Your question carries part of its answer with it. You recognize the need of making a *beginning.* Many young men who drift into advertising work consider themselves finished and chafe at beginners' work.

The successful advertising man of the present and the near future is a bigger, broader business man than the average of the past.

The beginner must first have education—University and more—must learn economics and springs of human action—must learn broad world movements and then application to local conditions—must learn the answers to the problems of distribution of merchandise—must learn the social conditions requiring service—must acquire a burning ambition to help make things move—must cultivate his heart as well as his head, so that he may be in a sympathetic attitude toward all the people—producing to consuming—whom his labors are to affect.

Begin by acquiring a desire to *serve others* instead of a mere desire to make a good living for yourself, if you want to rise higher than a mere job holder.

Begin with a determination to "dig" and absorb like a sponge all the information that your brain can hold.

Begin in a retail establishment to study consumer attitudes and retailers' viewpoints—then get into a manufacturing line to learn producers' selling and distribution problems. Then get with a newspaper, or agency, or other advertising line, whichever suits your temperament and apply the knowledge you have previously acquired.

Remember that all advertising success must come through the operation of human impulses—in the individual and in the mass—on which must be brought to bear the practical requirements of such commodity or service as you are advertising.—*Chicago Advertising.*

* * *

Wherever you go and whatever you do you have to earn your wage—or lose your self-respect.

THE ECONOMICS OF ADVERTISING

By J. J. Harpell, President of the Industrial and Educational Press, Limited, Montreal

ECONOMICS is the science of business. Political economics or political economy is the science of the business of the state or body politic.

The first stage in a search for guiding principles of action lies in a careful analysis and observation in the field to be studied. So that we may have a definite object in mind, let us suppose we produce an excellent gas engine that is well adapted for farm use and that we desire to bring it to the attention of the farmers of this country.

Our first effort should be to determine the number of possible and probable purchasers.

According to the census returns of 1911 there were at that time 7,200,000 people in Canada of which 3,800,000 were males of all ages. Exclusive of mining towns, 1,550,000 of these were living in cities, towns and large villages, and the remaining 2,250,000 were living in the country, small villages and mining centres. Now if it is our intention to reach probable purchasers only through the medium of the English language we must deduct 470,000, which represents the number of rural French speaking people. This leaves 1,780,000 from which we must again subtract 540,000, being the number of children under the age of fifteen and adults over the age of sixty-five years. The final result would indicate that there are approximately 1,240,000 rural English speaking purchasers in Canada. These may be divided into groups or industries as follows:—

Fishermen	70,000
Miners	60,000
Producers of forest products	50,000
Mechanics and farm laborers	110,000
Teachers, physicians, clergymen and other professionalists	10,000
Trade and commerce	80,000
Horticulturists	20,000
Those who do a little farming and a little something else as mining, lumbering or fishing	140,000
Retired farmers	50,000
Farmers sons living at home	150,000
Purchasing farmers	500,000

This figure, I regard, is high, for according to the same census there was in 1911 530,000 farm holdings in Canada of over ten acres each, and the number of farmers owning or working two or more holdings would account for more than 30,000 holdings.

Our second step is to examine the reading habits of these 500,000 purchasing farmers. The result of my examination is as follows:—

Farmers who cannot read	50,000
Farmers who can but do not read	100,000

Farmers who read only their local paper.....	210,000
Farmers who read the local paper and one or more metropolitan papers.....	80,000
Farmers who are good readers and who read for information pertaining to their business of farming and in whose homes are to be found one or more scientific farm journals.....	60,000

The result of our investigation so far would indicate that out of 900,000 farmers, large and small, good and bad, we find there are no more than 60,000 good readers. In like manner we would find that out of the 70,000 fishermen there are not more than 2,500 good readers. Out of the 60,000 miners there are not more than 3,000 good readers. Out of 45,000 lumbermen there are not more than 2,000 good readers. In the pulp and paper industry, which accounts for about 5,000 employees the percentage is larger because there are more scientific men engaged in this occupation. The number of good readers in this industry is over 800.

The third stage of our investigation may be put down as "an examination for the purpose of selecting the best classes of mediums in which to place our advertisements."

An important consideration to bear in mind here is that a man is most apt to consider what we have to say about gas engines and their value as a motive power on the farm when he is in a mood for considering farm improvement. This is not likely to be when he is reading local news or when he is looking over the political and other events of the day. It is most likely to occur when he is moved to read his technical or scientific farm journals. I need not tell you that there are many other considerations which must not be overlooked such as, relative circulation, character of advertisements we intend to insert, that is, whether their educative or publicity value predominates, etc.

The fourth step is to determine the geographical distribution of these prospective purchasers. Progressive and profitable farming maintains only in certain areas where the farmers concentrate their attention on farming and where the fertility of the soil and the standard of stock is kept up to the point of profitable production. In sections where the inhabitants are accustomed to do a little farming and a little mining, or a little farming and a little fishing, or a little farming and a little lumbering, their efforts generally result in producing the bare necessities of life. Such sections have experienced the greatest decrease in population during the last few years which accounts for the serious falling off in the rural population of the Maritime Provinces and Central Canada.

(*Concluded in next issue*)

* * *

When troubles come, wise men take to work—weak men to the tall timber.

MEN AND MEDIA

THE Winnipeg *Free Press* now holds the unique position of being the only morning daily newspaper published in Manitoba.

* * *

The *World* newspaper, Vancouver, has been ordered to be sold by Chief Justice Hunter, the sale to be effected by tender. Advertisements to this effect have been inserted in a number of American and Canadian dailies.

* * *

Wm. Findlay, vice-president and general manager of the Ottawa *Free Press*, was elected alderman for that city at the recent municipal elections. Mr. Findlay's business ability will be very welcome in the deliberations of the Ottawa city fathers.

* * *

W. J. Blackburn, general manager of the London *Free Press*, prior to his leaving for a holiday in the South, was presented by his associates and friends with an address and solid silver candelabra.

The *Free Press* has flourished like the proverbial bay tree under Mr. Blackburn's able guidance.

* * *

Briton B. Cooke, formerly managing editor of the Toronto *Daily Courier*, has joined the staff of the Toronto *World*, where he holds the position as assistant city editor.

* * *

Frank Dunham, formerly managing editor of the Camrose *Canadian*, has been appointed business manager of the Stratford *Herald*.

* * *

E. R. Hansen, formerly on the editorial staff of the St. John *Globe*, has joined the staff of the *Evening Times*.

* * *

Reuben Brainen, for the past three years editor of the Montreal Jewish *Daily Eagle*, is organizing a company to publish a new daily to be printed in Yiddish and to be called the *New World*.

The company will also publish two weeklies, one in English and the other in pure Hebrew, and the latter will have the distinction of being the only paper of its kind published on the American continent.

* * *

T. H. Smith, of the London *Advertiser* editorial staff, is on a trip to England. Miss Isabel Armstrong, formerly of the *Advertiser* staff, is taking Mr. Smith's place on the City Hall beat.

* * *

R. L. Werry, for thirteen years on the staff of the Montreal *Witness*, and until three years ago connected with Hugh C. Maclean Publishing Co., has resigned as secretary of the Montreal Builders' Exchange.

* * *

Under the auspices of the Canadian Press Association, the 3rd of the District Press Conferences held at Western Ontario points, took place on January 18th.

Representative printers were in attendance from Huron, Perth and Oxford counties, and a strong body of journalists was chosen to represent the local Association during the ensuing year.

* * *

The death took place in Montreal on January 22nd of Treffle Berthiaume, publisher of *La Presse*, at the age of sixty-six.

The deceased, as the head of the organization which for a number of years has been what is probably the most prominent French paper in the world published outside of Paris, was widely known not only in Canada, but abroad, and his decease will be greatly regretted in many places.

* * *

With one exception, all the Canadian advertising agencies have agreed to use the Standard contract of the Canadian Press Association in their dealings with publishers.

* * *

The Winnipeg *Telegram* has announced the cancellation of their morning edition and will concentrate all their efforts in future on their afternoon paper.

The Regina *Province* also has discontinued its morning edition, and the Regina *Leader* will not in future, publish any evening edition.

* * *

Hearty congratulations to W. M. O'Beirne who was recently presented with $500.00 in gold by a number of his business and personal associates, the occasion being the diamond jubilee of the first issue of the Stratford *Beacon*.

Mr. O'Beirne at the present time holds the high position of president of the Canadian Press Association.

* * *

An interesting campaign to boost circulation was recently put on by the Winnipeg *Free Press*, in which they offered a number of prizes for an essay on "Why Britain is at War," to the school children of Canada. And the response was to the extent of over 1,500. The judges were some of Winnipeg's most prominent citizens and it is interesting to note that the high prizes in this competition went to the rural districts, one of the winners hailing from British Columbia, while the Province of Saskatchewan was well represented in the prize list.

* * *

The Cudahy Packing Co. (Old Dutch Cleanser) sent us a belated New Year's greeting which is none the less welcome. It takes the form of an 8-page folder reproducing some of their full page magazine ads and a number of the Jingle Ads which have immediately caught the popular fancy. The Polly Pan, Johnny Knife, and Old Doc Scrubbing Brush ads are reproduced in their original colors, and the booklet makes a very welcome addition to our collection.

* * *

L. R. Greene, for some time past advertising manager of the

Sherwin-Williams Company, Montreal, has resigned and accepted the position of sales and advertising manager of Tuckett's Limited, Hamilton.

Mr. Greene was banquetted by his fellow members of the Montreal Publicity Association, and many friends, prior to his departure.

* * *

The Associated Advertising

Be Skeptical of
Bargains
'Not All is Gold that Glitters'
If you want, good, pure, reliable tobacco go to an honest manufacturer. We have earnestly striven to establish such a reputation, and believe our old friends will say that we have never disappointed them. Hickey's Black Twist Chewing Tobacco represents not only our best efforts but the best to be had in the tobacco line.
Hickey & Nicholson Tob. Co., Ltd.
Phone 345 — — Manufacturers

Doubtful Humor

Clubs of the World will soon issue the first number of a publication to be known as "The Directory of Known Frauds."

* * *

The Dominion Department of Agriculture, with the laudable object in view of greatly increasing the agricultural production of the country during the present year, are arranging an educational advertising campaign in papers circulating among the farmers.

It is planned to use upwards of 300 newspapers having a provincial or national circulation, and emphasis will be laid on the necessity of greatly increased production due to the unusual conditions arising from the war. In the weekly press special attention will be paid to local opportunities in each community.

The campaign will be launched under the direct supervision of the Hon. Martin Burrell, Minister of Agriculture, and copy will commence to appear next week.

* * *

"Advertising is a method of education with the object in view of influencing people to act favorably towards the purchase of a certain designated commodity."

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Thompson, J. Walter .. Outside Back
World 12

WINDSOR
Record 10

In Toronto, it's
THE EVENING TELEGRAM

Because—THE TELEGRAM has a clean, solid circulation of over 80,000 in Toronto— it goes to 4 homes out of every 5 and to 1 in 6 of the population.

This circulation in Toronto is many thousands greater than that of any other paper as comparison will show.

DAILY AVERAGE FOR JANUARY

85,863

Divided as follows

Street Sales	20,032
City Agents	60,289
Country Agents	3,280
Subscribers by Mail	1,088
Exchanges	252
Advertisers by Mail and Local	270
Complimentary by Mail	42
Employes' and Service Papers	610

or

In Toronto	80,951
Country	4,912

No "extras" or regular editions sold as "extras," are included in these figures

What does "MADE-IN-CANADA" mean to YOU?

IF you were a stranger to your own products, frankly now, how much would this slogan influence you to become a customer of your own goods—not merely "willing to become," but an *actual profit-producing* customer?

The slogan is a splendid one and will "influence" you (as it will thousands of other Canadians) to *prefer* Canadian-made goods; but there its value ends, for a mere slogan can give no directions as to what *are* Canadian-made goods, nor how and where to recognize them.

Isn't that just the weakness of the "made-in-Canada" movement to-day? A great deal of *impulse* but a lack of individual *action*. On the one hand, a great public willing to prove its patriotism by supporting Canadian manufacturers; on the other hand, many manufacturers merely echoing the cry and taking no measures to turn that impulse into action by giving publicity to the *facts* concerning *their* products.

But the tide of interest in advertising among manufacturers is rising, and many firms to-day are at least *considering* how to direct patriotic impulse in their own direction.

It is at this "considering stage" that this agency can be of valuable service to any manufacturer.

We are in a position to advise as to the proper steps that should be taken in order to *prepare* for advertising—and afterwards to conduct the Advertising Campaign.

Or, if advertising is already being done we can doubtless infuse new ideas, bring out new selling features or remodel a present advertising plan to suit to-day's conditions.

We shall be pleased to confer with manufacturers who are looking forward either to *commencing* advertising or to *making their present advertising more efficient.*

J. Walter Thompson Co.

Limited

Advertising Agents

Lumsden Building, Toronto

('PHONES MAIN 329 and 330)

Economic Advertising

A Monthly Magazine for Canadian Advertisers

VOL. 8 MARCH, 1915 No. 3

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Good Company

All these well-known advertisers, and many others not represented here, speak in the highest terms of

Norris-Patterson Advertising Service

We point with pardonable pride to the fact that we enjoy their confidence and have assisted in the solving of their advertising problems. May we render **you** a similar service? A request for details will in no way obligate you. Write, phone or call.

Norris-Patterson, Limited
Advertising Agency
MAIL BUILDING TORONTO

PHONES ADE. 2231
ALE. 2232

Economic Advertising

Published in the interests of "more and better advertising"

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

	Per Year		Per Year
Front Cover	$500.00	2nd Cover	$225.00
Back Cover	300.00	3rd Cover	225.00

Subscription Price, $1.00 per year, 10 cents the copy.
Condensed Rates, 3 cents a word; Minimum, One Dollar.
NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto

Vol. 9. Toronto, March, 1915 No. 3

PLAYING THE GAME

"IT'S not cricket." This phrase is more familiar to the home-born than to the Dominion bred, yet it should convey the same meaning. "It's not cricket"—a game above suspicion—and surely this is "cricket" which Britain and the Allies are "playing" at this juncture.

This small introduction will bring us along to a series of ads which have been somewhat protruding themselves on the public during the last few weeks. We refer to the advertisements which have been boosting the all Canadian laundries.

Now, we hold no brief for the Chinkee. We believe that the country would be better without Orientals, but, when we admit these fellows into the country, and charge them $500 for the privilege of coming amongst us, it is surely up to us to allow them to earn an honest living. We think that the campaign which the All Canadian Laundries have inaugurated, in fairly big spaces, is ill advised, especially with regard to statements that they have made which cannot be substantiated in fact.

Of the 2,200 denizens of China at present resident in Toronto, there are less than half engaged in the laundry business, representing some 360 laundries; and the average number of workers in these laundries is three. These men pay, you must remember, wages, rent, licenses, business tax, gas, fuel, machinery, clothing, food; and also consider that these men live well—they buy the best meat

Your advertising will be strongest in the paper whose editorial matter and policy have the hearty approval of its readers.

Any man or woman whose mind is receptive to the editorial efforts of a paper is better prepared to receive the messages conveyed through the advertising columns. This means results; direct, gratifying results.

Behind each Maclean paper is the best editorial service of the day—writers whose practical experience gives them weight with their readers.

Maclean's papers are read with interest by a vast majority of the best people in their respective fields—the people Canadian advertisers want to reach—the people who will read and appreciate your message.

Select your medium from the Maclean list, look into its standing, study its merits, find out the class of readers it reaches.

Every Maclean publication is open for your inspection from every standpoint.

Wire, phone or write for a representative to call on you.

THE MACLEAN LIST

Maclean's Magazine	**Printer & Publisher**
Farmer's Magazine	**Bookseller & Stationer**
The Financial Post	**Canadian Machinery**
Canadian Grocer	**The Power House**
Hardware & Metal	**Sanitary Engineer**
Dry Goods Review	**Canadian Foundryman**
Men's Wear Review	**Marine Engineering of Canada**

Specimen copies and advertising rates sent on application

The Maclean Publishing Co., Limited

143-153 University Ave., Toronto

also at

Montreal Winnipeg New York Boston

Chicago, Cleveland and London

and poultry. We must recognize the fact that in four years the Chinamen have paid into the customs revenue a sum of no less than five million dollars; and, surely as much as we dislike the fellows, and put ourselves on record as against the idea of mixing Oriental with European, when we take their money, we must play the game, and give them a chance of earning a living. As we write, we have before us the complete series of advertisements of Canadian Laundries for Canadians, and, candidly, this is the weakest appeal that has ever come under our notice. There was an ad in the *Globe* of January 30 which summed up the situation in the most lucid way. It was gotten out before the ad of a few days ago which pleaded that the Canadian laundries were not knocking anybody. To create the necessity of making such a plea, is to our mind, the weakest possible excuse ever. The Canadian laundry may be a very fine sanitary concern, but, speaking from personal experience, until they can take your laundry on a Thursday and deliver it in good shape on a Saturday, which service you can get from the average Chinaman, the thinking Canadian is not going to be switched by the pseudo-patriotic Canadian laundry stuff which has been appearing.

THE POOR MAN'S DOCTOR

IN a recent issue of the Quebec *Telegraph* attention is directed to the proposal of the Government to impose a heavy tax on goods which are, perhaps, more widely-advertised than any others in the daily press. We refer to the tax of from 15 to 40 per cent. on all proprietary medicines which will, of a necessity, increase their retail price by from 10 to 20 per cent.

We had occasion in a "Straight Talk" a few months ago, to comment on the propriety of excluding all or at least a part of this class of advertising, and pointed out the illogical arguments of its opponents.

Because a certain amount of fake and undesirable medical advertising does exist, can there be any defence in cutting off every one of this class of advertisers, many of whose products have been good old "stand-by's" and household words for generations? We have little sympathy for such arbitrary and drastic treatment.

The better-known and higher-grade proprietary medicines have well been called the "poor man's doctor" and in Canada especially with its enormous distances and frequent absence of medical aid they play a very important part in the life of the masses.

Allowing, even, that they ofttimes will not do all that is claimed for them—granting that the claims made are sometimes exaggerated —even if they are used for ailments for which they were not intended— the fact remains that the patent medicine has the strongest kind

ALTHOUGH double the price of any other Montreal daily newspaper.

The Gazette
MONTREAL

has now a larger circulation than ever. Its readers want the best, and even at a time like the present, are willing to pay for it.

To Advertisers

this is important because it indicates that Gazette readers have that purchasing power which is an essential element in bringing results from advertising.

The Gazette Printing Co., Limited
MONTREAL

The Hamilton Newspaper Union

COMPRISING

65 First-Class Weekly Papers

Sworn Circulation for 1914
2,698,466

Weekly Average
51,703

We will be glad to send you List and Rate Card

Hamilton Newspaper Union
HAMILTON, ONT.

IF YOU USE

THE WINDSOR RECORD

it is quite sufficient for the Essex district.

DAILY CIRCULATION
EXCEEDING
7,000

SEMI-WEEKLY
3,500

of a hold on the popular affection, and its use has been steadily fostered by the publicity given to it.

Such a tax would fall with particular heaviness on the poor man, for it is not the wealthy man who resorts to the patent medicine—the latter class can call in the doctor and pay a heavy fee for what is practically a bottle of patent medicine.

The poor man cannot run to the doctor for every minor ailment—he has not a two dollar fee to spare, to say nothing of cost of physic in addition, and even if the patent medicine does not meet his case exactly, he firmly believes it will cure him, and faith is very often the greatest help in restoring nature's organs to their normal condition.

It is not necessary for us to refer in detail to those good-class proprietary medicines which we have in mind—obviously we have no reference to the consumption and cancer cure, the rupture fake and others of the same kidney.

But we do think that if this new tax becomes law it will not only place a heavy burden on a deserving industry, but will be a direct hardship to a very large section of Canadians.

PATRIOTISM AND PRODUCTION

IT is a significant sign of the times, and a most eloquent tribute to the development of advertising, that the Government of Canada, faced with a difficult and unique situation, have launched a Dominion-wide advertising campaign with the dual purpose of educating the farmer and stimulating increased farm production.

Doubtless they were partly induced to adopt these methods from the success that attended the Apple Advertising Campaign last fall, but that campaign aimed at increasing the consumption of a product that was over plentiful. In the present campaign it is aimed to induce the farmer not to sow a very much larger acreage of land, but by more intensive culture to increase the productivity of existing areas.

Very early in the war it was realized by the Dominion Government that existing conditions had placed upon Canada the gravest of responsibilities in the matter of food supply and the problem with which they were confronted was how best to induce the Canadian farmer to acknowledge his obligations—how to augment in the greatest degree possible the existing production of grain and live stock. And this responsibility was brought home to them with double force by a direct appeal from the home government.

After mature consideration it was realized that, owing to transportation, labor and other difficulties, it would be extremely unwise to advocate the sowing of largely increased areas, and that the

PATRIOTISM and PRODUCTION
Great Britain Needs Food
POTATOES
POULTRY and EGGS
BEANS
Canadian Department of Agriculture, Ottawa, Can
PATRIOTISM and PRODUCTION
Fertilization and Thorough Cultivation Will Help the Empire
Attend Your Conference
LIVE STOCK
PATRIOTISM and PRODUCTION
Pin your Faith to Live Stock
BEEF
Sheep, Swine, Horses, Dairy Produce
SHEEP
HORSES
PATRIOTISM and PRODUCTION
The Empire Needs Many Foo
Have You Attended Y
Increase
Canadian Department of Agriculture, Ottawa, Can
PATRIOTISM and PRODUCTION
Complete Now Your Plans for the Year's Work
ATTEND YOUR CONFERENCE
PATRIOTISM and PRODUCTION
The Call of the Empire to the Farmers of Canada
"Approximately twenty million men have been mobilized in Europe A large proportion of these have been withdrawn from the farms of the countries at war Even in neutral countries large numbers of food producers have been called from the land to be ready for emergencies. It is difficult for us to realize what will be the effect on food production through the withdrawal of several million men from all the great agricultural countries of Europe These millions cease to be producers, they have become consumers, worse still, they have become destroyers of food"
HON. MARTIN BURRELL, Minister of Agriculture
ATTEND YOUR CONFERENCE
Put Energy into Production of Staple Foods
Canadian Department of Agriculture, Ottawa, Canada
Publications Branch Canadian Department of Agriculture, Ottawa
Please send list of Publications Available for Distribution
Name
P O Address
County
Prov

The "Patriotism and Production" Series

solution lay in more scientific tilling of the soil and breeding of stock.

To back up, as it were, the series of six advertisements produced on the opposite page, and drive home the arguments, an elaborate "Agricultural War Book" was gotten out by the Department of Agriculture containing authentic statistics of the farm production of the world's leading countries, and a series of conferences has been held at strategic points throughout the country, addressed by leading farmers and noted college professors, at which the difficulties of each section have been freely discussed, and reliable advice given on the possibilities from more intensive farming.

These three publicity methods have been interwoven in the most harmonious and effective way imaginable.

Commencing with "The Call of the Empire to the Farmers of Canada"—a strong appeal to put energy into the production of staple foods to supply the needs of Britain, and urging caution to prevent planning more than can be carried out, the succeeding ads deal more specifically with individual crops needed, and in general with phases of farm labor that will increase production.

The advertisement dealing with live stock is one of the strongest of the series, a striking statement being included of the population increase of leading countries compared with the small increase and in three cases with actual decrease of cattle during the period under review.

The very widest publicity has been given these advertisements, and the press by reproducing articles from the "War Book" along the same lines, have shown a generous co-operation with the movement.

It is gratifying to know that the present strenuous conditions have found us with men at the helm willing and able to grasp the situation in an intelligent and comprehensive manner, and we have no fear but that the farmers of Canada will respond to the patriotic call.

The latest campaign must go on record as a splendid vindication of the power of publicity.

CIRCULATION SCRUTINY

A NUMBER of prominent papers, including our leading weeklies, have fallen into line in submitting to their advertisers their audited accounts of circulation. Numbers do not count for everything. It is quite easy for one paper in a field to show a greater circulation than another; and here is where the thorough audit comes in. Especially does this hit the trade and technical publications of admitted small circulation. In these classes quantity cuts but a small figure. Quality stand foremost, through subscrip-

THE FARMER'S ADVOCATE AND HOME MAGAZINE

(FOUNDED 1866)

is published every Thursday; the subscription price is $1.50 per annum in advance.

The subscribers to this publication are constantly telling of the benefits they receive from its reading columns and call it truly the "Farmer's Friend" as well as ADVOCATE. This is the publication advertisers prefer to use (and no wonder).

Send for sample copy and rate card.

THE WILLIAM WELD CO., Limited
LONDON CANADA

POINTER FOR ADVERTISERS

Bear in mind in making up your list of papers that the

HERALD

goes home because it is the only one in Hamilton that has established its character on an unfettered, honest policy in the interests of **all the people.** It serves a discriminating clientele of readers, not reached by any other medium—write for rates.

THE HERALD PRINTING CO., LIMITED
Publishers
HAMILTON CANADA

tion price, how the subscribers are secured, analysis showing the kind of subscribers reached, and more important still, a statement for the advertiser showing the purchasing power of the subscriber. There are a few papers in Canada that are giving this service, and we look for the day when this will be considered a part of the routine of every organ of publicity.

GRIT

SUCCESS can't be inherited, you must produce it yourself. All really big men carved their way with their own muscles and their own brain. So we are kindest to you when we make you "make good," when we force you past handicaps. Jumpers are developed by making them go over the hurdles. You will never find a slow horse in a rich man's stable; so every young man should say to himself, at whatever he is doing, "I am going to the top," and keeping on is the whole trick. The pace is secondary, it will develop as you progress. Speed without lasting power is wasted. It isn't the fastest runner who wins the race. Legs don't produce the winner either. *It's grit.* It was the man whose courage didn't wobble when his knees did; it was the spirit of "*I will*" that drove him to the end. Nothing else counts.

The young man who has grit and courage and honesty with self respect, nothing can ever stop him from having a key to the director's room. Remember that leaders are not discovered by accident, they prove themselves; power is not bestowed, it is not a gift, but is earned; go to it and develop power; work more than you are asked to, you will get more than you ask for. The scales must balance the lever. Always remember at this age "Progress" forces you to be like the carpenter; he has no pet tools, the moment one gets rusty he has to throw it away for a brighter and sharper one. Don't get rusty; be a thinker. In this 20th century thinkers are being paid the big money. A man is valued by his brain power. —*W. B. Reid, president, United Cigar Stores Limited.*

THE CAMPAIGN TO THE CANADIAN FARMER

(*With apologies to Harold Begbie*)

WHEN the fields of grain downtrodden spell the harvest of the war,
There will likely be a shortage when the fight is waged no more,
But each hero shall be honored, and each orphan shall be fed
If your fourteen bushel acres harvest forty-four instead.

Why Not Run a Back Cover or Two

as part of your advertising campaign in the newspapers and magazines. There is no form of advertising so attractive or so effective as color advertising, and the back cover is absolutely the best position any paper can offer. An occasional colored advertisement adds the necessary touch that takes a campaign out of the ordinary class. Most of the biggest successes in advertising have been, to a large degree, due to a generous use of color.

Available 1915
Dates are as follows
June 5th & 12th
July 10th & 31st
August 7th & 28th
December - 18th

Canadian Courier
The National Weekly
Toronto

James B. Allen, Advertising Manager.

WHEAT $1.37

Alberta wheat reaches highest point ever known. The people who have money to spend on advertised articles are the Westerners, and particularly the Farmer.

The Alberta field is a large one and developing mighty fast. People coming in all the time, and buying what they see advertised. Now—YOU CAN get your share of this business if you go after it, but you must

ADVERTISE

"THE ALBERTAN" is the leading Liberal paper in the whole Province; you know that means a good substantial rural circulation—some of it exclusive—and we guarantee it, and furnish detailed sworn statements as well as distribution statements. Ask any recognized Advertising Agency, or write us direct and we will send full particulars.

Tell your advertising man to put The Albertan on his list for your next copy.

Weekly and Daily average per week, 22,500

The Morning and Weekly Albertan, CALGARY Alberta

SPEEDING UP THE SPECIAL SALE

By J. I. Phillips, Advertising Manager of the Ottawa Free Press.

TO sell, within ten days, a stock of men's and women's clothing, furs, and furniture, in competition with special sales in practically every competing store in Ottawa, was the problem put up to the Service Department of *The Ottawa Free Press* early in January. Our Service Department had been writing the regular copy for the advertiser in question, and acting as advertising advisers to the store management. When the time came that a successful sale had to be put on, the whole problem was left to our Service Department to solve.

The plans outlined in the following story are not claimed to be original in their entirety, but they do present original combination of ideas so far as Ottawa is concerned. Even a casual consideration of the problem showed that something different, something unique must be worked out — something that would stand in contrast to the usual "10% to 50% off" advertising.

A personality was created, and this imaginary personality took charge of the stock and conducted the sale. "Corby" was the new character. He arrived in Ottawa two days prior to the sale, and announced himself through the advertising columns. He ran his announcements every day until the conclusion of the sale, and the day

A Newspaper of Character and a Medium That Never Fails

The Hamilton Spectator

For more than sixty years advertisers have relied on The Spectator to reach the substantial and well-to-do homes in Hamilton and its vicinity.

Reach the men and women who can afford to buy advertised products through the

EDMONTON JOURNAL

The newspaper indispensable in an advertising campaign in Edmonton and vicinity. The Journal's big army of home readers is responsible for the splendid results it produces for advertisers.

For rate card write

EDMONTON JOURNAL
(Branch Canadian Newspapers Limited)
Edmonton, Alta.

The One Indispensable Medium

For the general advertisers in Western Canada.

The Daily Herald

CALGARY, CANADA

Largest sworn paid in advance circulation of any paper between Winnipeg and the Pacific Coast.

Member Audit Bureau of Circulations.

For rates and information apply the Advertising Manager.

The Herald Publishing Co.
Limited

Eastern Representative, E. J. GUY, Canada Life Bldg.
King St. W., Toronto

following its conclusions he said good-bye to the extent of 250 lines.

"Corby" came with a message. He said he was the man of action, the willing carrier of a message of economy to every home in Ottawa. He put a "Corby" price tag on everything in the store.

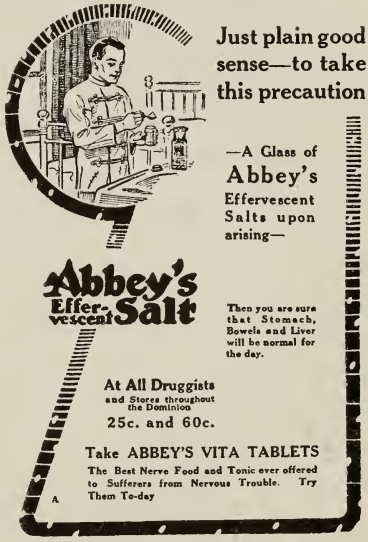
The Service Department of *The Free Press* took hold of the management of the store to the extent of arranging the windows, window signs and price tags, and instructing the old selling staff and the new salespeople taken on specially for the sale. A booklet on the sale was issued which was called "Corby's Message" and this was distributed in several thousand homes. Like the advertising, it was decidedly original in its style and wording.

"Corby" was pictured in various attitudes all through the advertising as a pleasant-faced, clean-shaven young man, and his name, after the first day or so, became a byword on the streets.

Four blind tickler ads appeared before the page announcement in Friday's paper, giving the prices and particulars of various items.

The first large announcement appeared on Friday, and the sale opened at 9 o'clock Saturday. The street in front was crowded when the doors opened and police officers had to be sent for to take care of the crowds. The advertising kept up each day during the succeeding week and each day extraordinary crowds of buyers came in in response to "Corby's" messages.

The advertisements were simple messages of economy, without exaggeration and with a tone of sincerity that did attract the public. Each ad contained a personal talk from "Corby." The words "sale," or "bargain," or "closing out" or "marked down" were not used at all. Original prices were quoted as "standard price," and


Just plain good sense—to take this precaution
—A Glass of
Abbey's
Effervescent Salts upon arising—
Abbey's Effer-vescent Salt
Then you are sure that Stomach, Bowels and Liver will be normal for the day.
At All Druggists and Stores throughout the Dominion
25c. and 60c.
Take ABBEY'S VITA TABLETS
The Best Nerve Food and Tonic ever offered to Sufferers from Nervous Trouble. Try Them To-day
A

Show me something better ?

sale prices were quoted as "Corby's price."

Slogans were worked through the whole series of advertisements such as "Corby's Message of Economy," "Corby will Please the Ladies," "They all Leave here Smiling," "Corby's Mission to the People of Ottawa," "Corby Likes to Make You Happy."

The advertising appeared in *The Free Press* and one of the other city papers, and by confining the

Get This Combination Rate

In making your advertising appropriation be sure that you specify that both The Daily and Sunday World be used.

You not only get an entirely different lot of readers with each paper but your advertising costs you less per thousand circulation.

As an instance, the five thousand line rate on The Daily World is seven cents ; on The Sunday World, nine cents.

When you use the same copy in each paper you get your Sunday World advertising at The Daily World rate of seven cents per line.

A combined circulation of more than 160,000 at fourteen cents per line gives you your advertising at something less than one cent per line for each 10,000 circulation.

The Daily and Sunday World make a strong combination that will give you immediate, direct results of the most convincing kind.

Your favorite advertising agency will give you further details or you can communicate direct with **The World Newspaper Co., Limited, 40 West Richmond Street, Toronto.**

Illustrations such as appear on this page and for every kind of business are furnished the advertiser without cost.

advertising to two papers they were able to use about eleven thousand lines of space in each.

On the Friday of the sale, "Corby" published an 1,800 line advertisement announcing the close of his "mission" on Saturday night. This brought crowds to the store on Saturday equal to those of the opening day, a week previously. On Monday, in 250 lines of space, "Corby" said goodbye. He told the people that he had accomplished his "mission," and had handed back the store into which its proprietors were placing new stocks of goods.

The managers of the store reported that their receipts greatly exceeded those at any previous sale they had ever held and the complete success of the event exceeded their greatest hopes.

"Corby" has become a real personality in Ottawa. His name signifies a real harbinger of economical buying. The whole campaign has been protected by copyright. "Corby" is now under arrangements to appear in two or three other cities where progressive merchants are seeking to utilise his unique services.

RECENT ADS—GOOD AND OTHERWISE

By the Captious Critic

ELSEWHERE in this issue will be found an article by Clifford Elvins on the success which has attended the advertising campaign of the Imperial Assurance Company, and the ad reproduced is a worthy example of the virile and eminently practical line of talk which this company has been putting out.

That Boy of Yours
What's to become of the lad in case you should die suddenly? Will he, at fourteen or earlier, be forced out into the world to earn a living?
Or will you make sure that he gets a proper start in life? You can do it, whether you live or die, by means of an Imperial Endowment policy.
Write for our free booklet which tells all about it.
THE IMPERIAL LIFE
Assurance Company of Canada
HEAD OFFICE - TORONTO
Branches and Agents in all important centres

The great difficulty as it has always appeared to me in writing insurance advertising is to bring before the reader without giving offence the unpleasant fact that we are all liable to shuffle off this mortal coil at any moment, to say nothing of the necessity of pointing out family obligations that are too often neglected.

In a most satisfactory manner the Imperial advertising seems to have overcome these difficulties, and the arguments put forward are pertinent and convincing. Strong illustrations, as in the present case, have been employed to the best advantage—in fact this insurance advertising in particular, with that of only one or two other companies, has set a new standard.

* * *

Even in its reduced form you will agree that the Ideal Fence ad herewith is a "good looker," and

Missing 146,965 Farmers

Out of 223,260 registered farmers in Ontario, the four leading farm papers do not reach 146,965.

But there is one medium that misses none—the local Weekly

Of the local newspapers, some two hundred have been combined in the well-known "WILSON LIST," each with an average circulation of 850, and making a grand total of 170,000 copies a week. All other rural Ontario circulations are completely outranged by these remarkable figures.

Through cooperation with local publishers we can offer advertisers these unusual savings:

50% in space Rates
99% in cost of Electros

Only one order; only one set of "copy," or two sets of printing plates are necessary to ensure insertions in each paper in this syndicate of papers every week.

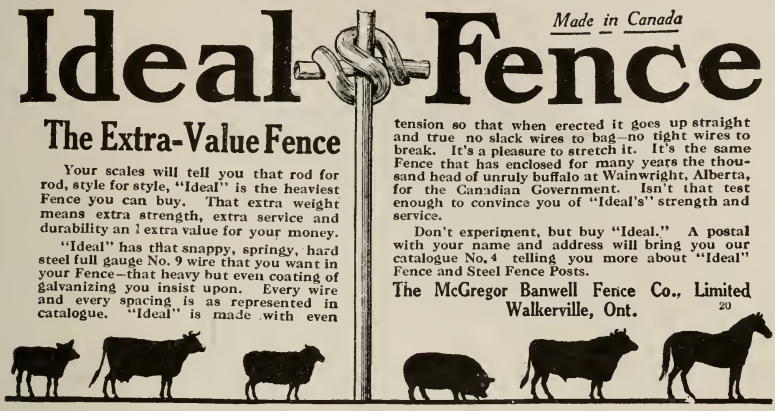
Our descriptive booklet,

"Rural Ontario Advertising"

should be read by every advertiser, and will be sent free on request.

A Newspaper Map of Ontario, showing the distribution of these papers is also ready for interested advertisers.

THE WILSON PUBLISHING COMPANY,
OF TORONTO. LIMITED
73 West Adelaide Street, Toronto.


Ideal Fence
Made in Canada
The Extra-Value Fence
Your scales will tell you that rod for rod, style for style, "Ideal" is the heaviest Fence you can buy. That extra weight means extra strength, extra service and durability an l extra value for your money.
"Ideal" has that snappy, springy, hard steel full gauge No. 9 wire that you want in your Fence—that heavy but even coating of galvanizing you insist upon. Every wire and every spacing is as represented in catalogue. "Ideal" is made with even tension so that when erected it goes up straight and true no slack wires to bag—no tight wires to break. It's a pleasure to stretch it. It's the same Fence that has enclosed for many years the thousand head of unruly buffalo at Wainwright, Alberta, for the Canadian Government. Isn't that test enough to convince you of "Ideal's" strength and service.
Don't experiment, but buy "Ideal." A postal with your name and address will bring you our catalogue No. 4 telling you more about "Ideal" Fence and Steel Fence Posts.
The McGregor Banwell Fence Co., Limited
Walkerville, Ont.
20

on the page on which it appeared it showed up very prominently.

The "extra-value" fence is a happy description, and the argument that because of its extra weight it gives extra strength, service and durability is a feasible and telling one.

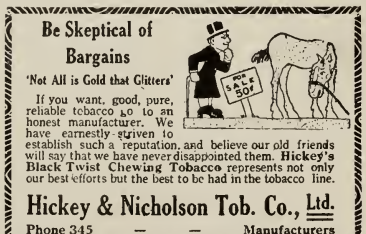
Reading down further this "extra-value" argument is still strengthened by the statement that this is the fence that has enclosed for many years the unruly buffalo at Wainwright—an argument surely convincing enough for any sceptic.

The decorative silhouettes at the foot of the ad may have little real advertising value, but they stand out well and rivet the attention, while the cut of the fence lock and strong nameplate give the whole a pleasing balance.

* * *

I cannot agree with the argument in the Hickey's Black Twist ad re-produced. "Be skeptical of Bargains" says the caption—"If you want good, pure, reliable tobacco, go to an honest manufacturer." Which is equivalent to saying that no honest merchant or manufacturer ever offered a "bargain."

This, on the face of it, is an absurdity. Many circumstances—over-stocking, out-of-season goods or a dozen others may easily be


Be Skeptical of Bargains
'Not All is Gold that Glitters'
If you want, good, pure, reliable tobacco go to an honest manufacturer. We have earnestly striven to establish such a reputation, and believe our old friends will say that we have never disappointed them. Hickey's Black Twist Chewing Tobacco represents not only our best efforts but the best to be had in the tobacco line.
Hickey & Nicholson Tob. Co., Ltd.
Phone 345 — — Manufacturers

responsible for the offering of genuine bargains by the most reputable traders.

This seems to be one of those instances where the advertiser in his clamor for attention has fallen down badly—the humor is entirely misplaced.

Tobacco advertisements reviewed in these columns have on

DESIGNERS
COPY-WRITERS
PRINTERS

Our equipment and the men behind it assure perfect satisfaction to every buyer of Acton Printing.

WRITE, WIRE OR PHONE US
ABOUT YOUR PRINTING NEEDS

Acton

Publishing Company, Limited

Corner Queen and Gwynne Avenue
TORONTO

TEL. PARKDALE 4171
Jas. Acton, President

MONTREAL: 13 Coristine Bldg.
J. J. Gallagher, Managing Director

several occasions been responsible for a frown on the Captious Critic's brow, but it is hoped ere long, to unearth something more worthy for our readers' notice.

* * *

There is something different in this ad of the Lehigh Valley Coal Co. that makes it compare very favorably with the average coal ad to which we are accustomed.

Little, if anything, has been attempted in most ads of this

When Your Coal is Delivered

Do you know, when your coal is delivered, just what kind of coal it is? Do you know where it is mined, how it is screened? Do you know its burning quality? You should know all these things. They mean a difference in your heating, a difference in your coal bills.

You will know them if you burn the

LEHIGH VALLEY ANTHRACITE

The Coal That Satisfies

This coal is mined in the famous Lehigh Valley of Pennsylvania which produces the best coal. It is prepared with the greatest care. It is extremely rich in carbon. Therefore it lasts longer, gives a steadier and more even heat. The next time you order coal order the Lehigh Valley Anthracite. You will be sure then of coal quality.

If your dealer can't supply you phone or write us.

LEHIGH VALLEY COAL SALES CO.
Marine National Bank Building Buffalo, N. Y.

commodity beyond general publicity, so that this piece of 'reason why' copy is all the more noticeable.

The knowledge of what kind of coal you are using, of how carefully it is screened and of what burning qualities it has, must surely result in more intelligent purchasing, and in greater heat with less cost.

And in this ad under notice these essentials are cleverly linked up with the article advertised.

The drawing is a clever and attractive piece of pen work and the typography readable and well balanced.

* * *

The Russell Motor Car Co. have been placing some noteworthy

For every dollar you *invest* in a RUSSELL, you get a dollar of *tangible* value. $1,000 duty cannot add one cent of worth. You get *more*. You *pay less*. You help develop a Canadian industry. You increase Canada's prosperity. The production of Russell cars gives employment to 1,500 men. Requires $2,000,000 worth of material yearly. Distributes over $1,000,000 in wages to Canadian mechanics.

More Beautiful — Latest European stream-line bodies. New domed fenders. Concealed beer-hinges. Clean running boards. Double head-lights. Lasting lustrous finish. Cigare tires at rear.

Full Equipment—Highest quality throughout. Electric self-starter. Weighted Demountable rims. Extra rim. Warner speedometer. Clock. Electric horn, etc.

More Comfortable — Perfectly-balanced chassis. Long three-quarter-elliptic rear springs. Amply wheel-base. Big wheels, long grease two-unit electric starting and lighting system. New instrument board (complete control at finger tips). Deep upholstery. Deep foot-rail. Grips, ashtray, Coupes also: cupholder, opening with doors, and adjustable driver seats.

More Efficient — Latest-type, long stroke, smooth-running, high-efficiency engines. More power, less weight. Saving of gasoline. Unique timing gear. Dixie ignition. Timken bearings throughout and shafts. Cleverly designed channel. Light, strong, heat-treated steel. Full-floating rear axle. Worm drive. Double drop, pressed frame. Very low upkeep cost per mile.

Five reasons why YOU should drive a Russell "Made in Canada" Car:

1st: The highest-quality material the lowest price.
2nd: Each of these materials—by expert workmanship. Fully guaranteed and backed by service stations from coast to coast.
3rd: Made in Canada—by Canadian workmen—in a Canadian owned and operated plant.
4th: Every dollar you pay for a Russell car stays in Canada.
5th: A "Red" mail to Canadian industry—every shipment helps to make us more prosperity—which in turn helps YOU

Ride in a RUSSELL today. Performance proves its worth.

A penny postcard to us will bring you a handsome catalog, interesting reading, prices, terms, etc. Write today.

"6-80"—$1760 "6-38"—$2650 "6-48"—$3400 Catalogue and full description mailed on request

RUSSELL MOTOR CAR CO., Limited
WORKS AND EXECUTIVE OFFICES: WEST TORONTO
Branches: Toronto, Hamilton, Montreal, Winnipeg, Calgary, Vancouver

copy of late, and the advertisement reproduced is no mean representative of the others.

It is replete with arguments in favor of purchasing this car in preference to any other—in fact, if fault at all could be found, it is that too many good points have been crowded into the one ad.

The illustration of the Russell Car covering Canada is a clever one, and emphasizes at a glance the various branches and service stations from coast to coast.

Here again we find, the "Made in Canada" idea brought out very

The London Free Press

(Member Audit Bureau of Circulations)

Average Net Paid Circulation
for Last Quarter of 1914

40,936

Write for sworn detailed statement of circulation for 1914, together with map showing distribution over Western Ontario.

EDGAR J. GUY, Toronto Representative
61 CANADA LIFE BLDG. PHONE MAIN 2392

THE
QUALITY **National** SERVICE
Electrotype & Stereotype Company

have special facilities to handle the electros and stereos for your Spring Campaign.

Skilled Workmen—Up-to-date Plant.

Prompt and courteous service.

We specialize on Newspaper Plates.

Address

229 Richmond Street West, Toronto

'Phone Adelaide 16.

strongly. "$1,000 duty cannot add one cent of worth." "You increase Canada's prosperity." And, then, after describing the more beautiful, more comfortable and more efficient features of the Russell Car, we find five solid reasons why this car should be the ultimate choice of discriminating buyers.

There is ample information here to whet the appetite of the prospective purchaser and o send him post haste for a trial spin to the nearest Russell dealer. It is an entirely worthy effort.

* * *

Yolles' ad is an experiment for he himself makes the assertion, with a view to finding out if Toronto people *do* think of prices.

This ad is an experiment

Do Toronto people ever really think of prices? We are going to find out through this ad. Our first experiment is a bed couch, and we are going to undersell the big department stores.

Experiment No. 1

SLIDING BED COUCH——at less than the big store price

All steel sliding bed couch, best double weave springs, gilt or oxidized finish, good cotton-felt mattress with art sateen ticking and green denim cover over all. Regular price $12.00. Experimental Price **5.75**

If we find that prices do make a difference—then there will be some more bargains. Store open evenings. Telephone Adelaide 1345.

L. YOLLES 363 - 365 Queen West

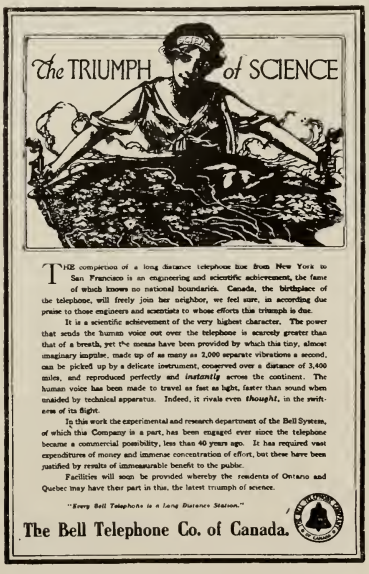
And I would surmise from the apparently very distinct bargain he has to offer that he must have received a generous affirmative to his question.

There is nothing else in the ad that calls for comment—just a readable description of the article in panel effect and the experimental price.

This is one of those cases where a little individuality and difference from the ordinary may rightly lay claim to distinct advertising value.

* * *

The Bell Telephone ad in a dignified manner celebrates the triumph of science and engineering


The TRIUMPH of SCIENCE
THE completion of a long distance telephone line from New York to San Francisco is an engineering and scientific achievement, the fame of which knows no national boundaries. Canada, the birthplace of the telephone, will freely join her neighbor, we feel sure, in according due praise to those engineers and scientists to whose efforts this triumph is due.
It is a scientific achievement of the very highest character. The power that sends the human voice out over the telephone is scarcely greater than that of a breath, yet the means have been provided by which this tiny, almost imaginary impulse, made up of as many as 2,000 separate vibrations a second, can be picked up by a delicate instrument, conserved over a distance of 3,400 miles, and reproduced perfectly and *instantly* across the continent. The human voice has been made to travel as fast as light, faster than sound when unaided by technical apparatus. Indeed, it rivals even *thought*, in the swiftness of its flight.
In this work the experimental and research department of the Bell System, of which this Company is a part, has been engaged ever since the telephone became a commercial possibility, less than 40 years ago. It has required vast expenditures of money and immense concentration of effort, but these have been justified by results of immeasurable benefit to the public.
Facilities will soon be provided whereby the residents of Ontario and Quebec may have their part in this, the latest triumph of science.
"Every Bell Telephone is a long Distance Station."
The Bell Telephone Co. of Canada.

in successfully linking the Atlantic and Pacific by telephone. When it is realised that little more than forty years have elapsed since the

first telephone communication took place, we may pardon the company's just pride in the success of the venture. And the advertising pages are eminently a suitable place for this publicity.

Only in the final paragraph, where we learn that residents of Ontario and Quebec will soon be able to share in this new achievement, is any actual reference made to Bell service, but in an ad of this description this is all that is required.

THE ECONOMICS OF ADVERTISING

By J. J. Harpell, President of the Industrial and Educational Press, Limited, Montreal

(CONCLUDED FROM LAST ISSUE)

Our fifth step is to examine into the purchasing habits of the farmers within the areas selected so that we may be able to determine the best and most economic ways of getting supplies to those we may persuade to buy our goods. The main fact to keep in mind here is that farmers and other industrial workers generally buy their supplies in the centres where they sell their products. These centres may be divided into two classes, foreign centres and local centres. So long as the people of the Maritime Provinces and British Columbia are forced to find a market in the United States for such a large part of their production they will continue to buy their supplies outside of Canada. If some of the money that is now being spent on "Made in Canada" movements was directed into efforts calculated to encourage the people of Central Canada to eat more of our Atlantic and Pacific fish, better results would be obtained. Until a short time ago when the Dominion Government arranged for facilities with the express companies to carry fish in cold storage from Canadian ports over Canadian routes, our fishermen of the Atlantic and Pacific carried their fish from the fishing grounds directly to American ports, such as Boston and Seattle, where these fishermen purchased their supplies, and where the fish dealers of Montreal and Toronto purchased their fish for Canadian consumption. The policy of the present government, however, has affected a considerable change in this condition, and all that is required now to complete the good work is for the Canadian people to eat more fish, and in purchasing it to look for the Canadian article. There is no better or more economic diet. Thanks to the cold waters of Canada, there is no finer quality in the world. This is a subject for a talk in itself, for there are many commodities—the products of our farms, mines and forests, which our manufacturers, merchants and others should purchase instead of going to foreign markets for their supplies.

Then, there are the local centres which the people refer to when they say that they are "going to

town." These are the places where supplies should be kept.

Just here we must not overlook the increasing disposition of the farmer to sell his products at the farm and buy his supplies by mail. Their cattle, hogs and sheep instead of being slaughtered and taken to the local market are now largely sold on the hoof and taken by jobbers to central stock markets, such as those of Toronto, Montreal, Chicago and Boston. Their milk is delivered to the local dairy and their grain to the local elevator, etc.

The sixth step in our economic investigation is the appropriation for advertising purposes. The firm that feels it can make one big advertising plunge and get results is always disappointed. Just think what would happen to the mail order business of the T. Eaton Co. if they withdrew their catalogues. The farmer, who after reading a technical article (and fully 90% of the inspiration of the best farmers may be traced to this source) is inclined to purchase a gas engine and turns to the advertising columns to look for a source of supply, and does not find our advertisement there, will treat us in the same way that the woman would the T. Eaton Co., if she could not find their catalogue. For the habitual or good reader the constant advertisement is always of the greatest value. Among other classes of readers the publicity advertisement is of very little value. It is the advertisement that is calculated to educate that counts among this class and for commodities, such as gas engines, we need not be surprised if we do not get immediate results.

The tendency of Canadian advertising in the past has been in the direction of publicity rather than educative advertising. What an improvement might be effected in this Canadian community of ours if one-half of the money spent in publicity advertising were spent with the object of educating the producers to use better and more improved methods of production.

The seventh and last stage of our examination is the production of copy. This is an important factor in the economics of advertising, but the man who is to do it well requires a knowledge of psychology rather than of economics.

This talk would not be complete without some reference to the kind of reading and training required for a student of the class of economics we have been discussing and I will ask your indulgence for a few minutes longer while outlining some of the sources of my information. The library from which I gathered most of this information is one that any man may possess, but, unfortunately, it is one to which very little attention is paid. My information has been gathered very largely from government returns and reports, both Provincial and Federal. These comprise the following class of volumes: the Returns to date of the 1911 Census; Reports of several Government Commissions; the Annual Reports of the different Government Depart-

ments that have to do with rural life and industry; Trade Returns of the Dominion Government; Papers read at Institutes of Rural School Teachers. To these add McKim's Newspaper Directory, which is really the only volume consulted that the student would require to purchase Statistics and other information gained from these volumes are not alone sufficient. In order to know how to use them you require some knowledge of conditions gained by personal experience and observation. You should lose no opportunity to poke about and observe closely.

It is much to be regretted that more use is not made of the hundreds of excellent volumes and reports turned out every year by our different governments. No doubt a reason for this is that so little attention is being given to economics in this country, whether it is the political economics which every statesman requires to know and keep well informed upon, or whether it is the economics of business which should govern the action of the heads of every business establishment.

PRICE AND VALUE

By Joseph Schaffner, (Hart, Schaffner & Marx)

THE price of a thing is not necessarily its value; the price is merely a measure of its value. For example, when a man buys a suit of clothes at $25, he may get $25 worth of clothes; or he may get more or less value than that; it depends on the clothes.

And that depends on the maker of the clothes; and on the retail merchant who sells them.

If the retailer buys good merchandise, at a fair price, and sells it at a fair margin of profit the consumer gets good value. By reducing his margin of profit, the retailer can increase the value the consumer gets; and naturally by increasing his margin of profit he can reduce the consumer's value.

The primary instinct in the consumer when he buys anything is to get as much value as possible for a given amount of money. Consciously or unconsciously he seeks value; if he is tempted by a low price, it is because he has in mind a value which he expects to get; the fractional prices which many retailers seem to like—$14.98 instead of $15; $9.99 instead of $10—are appeals to this value-instinct, although they do not always represent values.

Now, if value-getting is the principal motive in the mind of the consumer, it seems strange that more business men, both manufacturers and retailers, do not more definitely utilize this motive in gaining trade. Where value-getting is the primary instinct of buyers, it would seem most natural that value-giving should be the logical line of approach for the seller to the buyer.

The wisest manufacturer becomes a specialist in giving value in production; the wisest retailer becomes a specialist in giving value in distribution.

During the early stages of commercial development most business men were both manufacturers and distributors; they made goods, and sold them to consumers. Gradually the two lines of business separated; the manufacturer sought a larger outlet for his products than his own efforts as a retailer could provide and finally devoted himself to production, leaving the work of distribution to the retail specialist.

The business of Hart, Schaffner and Marx has passed through exactly this process of evolution.

Among their customers were other retail merchants who bought from them clothes to wear. Some of them conceived the idea that it would be good business to go farther; instead of buying clothes simply for their own wear, they came to buy clothes to sell to other men.

Our national advertising began in a very small way; about five thousand dollars was the extent of our first year's appropriation, and that seemed a good deal at that time.

We were told very frankly by other manufacturers and by retailers that general advertising wouldn't pay us. One of our customers, who now owns several very important retail stores, could not then be convinced that our advertising would help his sales; he did not believe that we could draw people to his store for our goods. That was about eighteen years ago; but it wasn't long after that when this same man wanted thirty thousand copies of our style book to be sent to customers of his store; they were actually coming to him and asking for our clothes.

We had at first, and strange as it may seem we still have, some friends who think it would be better to "put the money we spend for advertising into the goods." But the number of such counsellors is not large nor growing.

Advertising has increased our volume of sales; volume has enabled us to increase our value-giving, both by lower prices, and by putting more actual quality into the goods. Thus the advertising has been and is an economy.

Our problem now is to get our product into the hands—or literally, on the backs—of consumers at prices which will give the consumers full value. We are putting the value into the clothes; we are selling them to the retail merchants at lower prices than those at which other goods of similar grade are sold; we are giving the retailer a chance to get good profits for himself, while giving the consumer better than usual value for what he pays. But we do not feel that we can dictate to the retailer the prices which he shall ask for our goods; and at that point—the retail price—we have a difficult problem.

It should be said to the credit

of the most successful retailers—there are a great many of them, and they are becoming more numerous—that they have seen the wisdom of giving the customer as much value as possible.

Any retailer who yields to the temptation to charge a big price for our goods because he can get it really defeats his own purpose and, at the same time, the manufacturers.

Our way of meeting this problem has been to get into the closest possible relations with our retailers. We cannot return to the old methods with which our business began, of being retailers as well as manufacturers; even if we could, we don't want to. Our interests are better cared for, even with some mistakes, by the established retail organizations which handle our goods. We believe our best plan is to co-operate with these merchants as closely as we can; to help them by every means to sell our goods to their best advantage; to lead them to see what we see, and what our results have proved to be true, that the greatest value-profit to the consumer is the means to greatest money-profit to the retailer.

In pursuance of this policy, we prepared at some expense and with much care a cost-system for retailers. We furnish advertising copy and illustrations for their newspaper advertising; we issue each season a style book which reaches the customers of those of our retailers who want it—which is one of the most effective and influential forms of promotion for the retailer. Our latest thing, not important in itself, but indicating our general attitude toward our retailers, is a handsomely decorated merchandise envelope for the retailers to use in doing up small articles they sell.

In all these efforts on our part to co-operate with the retailer, we still regard our general publicity advertising the basis of our relations with him; it is the foundation; it creates a selling-asset for him, which gives vitality to his local advertising and to our helps in it.

By establishing relations of close and friendly intimacy with our retail friends, and by keeping these relations on a basis of real interest in their welfare and success, we are in a position to advise them in many important matters; and to talk to them very frankly about this question of price and value, in a way, and with a force, which would otherwise be impossible.

The retailer should know—and by the plan we have prepared, to which reference has already been made, he can know—just what his goods cost, and just what it costs to do business.

With that information before him he can tell pretty definitely what he should do to gain volume; for volume of trade is the best profit maker. He will find that the public whose trade he seeks, while not made up of value-experts, seems to have an unconscious value-sense; and goods

marked on too high a margin of profit simply do not sell as fast or as easily as they would if they were marked closer.

When the merchant considers his cost of doing business, he should remember that as volume increases his percentage of cost decreases; and if he is wise, he will establish his margin of profit, not on the basis of his present volume of sales, but on the basis of the volume he is going to have by giving greater values than others.

The whole matter concerns a mutual interdependence and co-operation between manufacturer and retailer. The manufacturer should take into account the retailer's cost of doing business, and help him to higher selling efficiency. The retailer should remember that the manufacturer has to meet strong competition in his primary markets, and both should realize that the assurance of stability, and of growth in business is in value-giving.—*System.*

A SUCCESSFUL INSURANCE ADVERTISING CAMPAIGN

By Clifford Elvins, Imperial Assurance Company, Toronto

AT the end of the first year of the newspaper advertising campaign conducted by the Imperial Life Assurance Company of Canada in the Dominion, a booklet containing fifty-two of the advertisements printed one on a page was issued for general circulation and for the use of the agents. Some of the selling ideas growing out of this were decidedly novel. One unusually successful agent, for instance, kept a number of booklets in circulation among his prospects. When he canvassed a man for insurance and found him disposed to procrastinate, he read over to him two or three of the advertisements fitting his case, and left the booklet to be called for two days later. He found invariably that his prospect read the entire series in the interval; twenty five per cent of his business was secured in this way.

This is especially interesting and important testimony because it is difficult to get any accurate idea as to the extent of the influence advertising has on life insurance, particularly where a new campaign is involved.

Actual results, were, indeed, shown in some few cases owing to special circumstances, as when it was found that the advertisement "Until Death Do Us Part" was largely responsible for the writing of a $10,000 policy on the life of a young man in Montreal. He had applied for information at the Montreal office.

TEST OF ANOTHER KIND

The instances mentioned relate to the assurance appeal. A test of a different kind seemed to show that the advertisements were being widely read and were doing their work. It was made just after the

outbreak of the war in Europe. An advertisement was prepared offering free a pocket map of Europe to every man who should fill out and send in the coupon incorporated in the advertisement. It was in exactly the same typographical style as the series and was inserted three

Zenoleum Kills Lice
Poultry pestered by Lice never thrive, do not eat as much or lay as much and are unprofitable. ZENOLEUM KILLS LICE, and thus allows hens to put their whole mind on getting fat and laying lots of eggs. Poultrymen cure nearly every form of chicken disease with Zenoleum. It is the most powerful disinfectant and germicide for the inside of poultry houses, is absolutely harmless, and is not inflammable. Used in the incubator it increases the hatch. Absolutely guaranteed. Your dealer has Zenoleum, if not, send 25c. for sample — enough for 5 gallons. Medium size, $1.00, gallon, $1.60. Poultry Life Insurance Policy sent FREE if you mention this paper.
Zenoleum is an antiseptic and germ killer. It owner of cattle, sheep — hogs needs Zenoleum almost every day. It cures many breeds, scours, worms, internal and external worms, and parasites. A powerful disinfectant for barns, pens and stables, cheapest in price and strongest in germicidal power. The most reliable remedy in the hands of the Veterinary profession. Why waste money and precious time with home-made, hit-and-miss mixtures when you can get the standard remedy — Zenoleum?
ZENOLEUM
MADE IN CANADA
Used and endorsed by Fifty Canadian and American Agricultural Colleges. Leading breeders and stockmen in Canada and the United States use it almost exclusively. Dealers in every town. If your dealer hasn't it, we will ship you a prepaid tin, enough for 5 gallons, for 75c. Write to-day for FREE Live Stock Life Insurance Policy.
ZENNER DISINFECTANT CO.
357 SANDWICH ST. EAST, WINDSOR, ONT.

An appeal to the stock breeder that should catch his eye.

times only at intervals of three weeks, in each of the papers carrying the regular advertising.

The response was astonishing. Coupons were returned in thousands. Several persons also asked for premium rates, or other insurance information. Some of these were successfully followed up. In one case a Toronto business man telephoned to the head office for a map, and incidentally mentioned that he would like to see a representative. The agent sent to him returned inside of an hour with his application for a $5,000 policy.

STAFF CO-OPERATED

Accordingly, the directors authorized the commencement of the campaign early in 1913. The agency staff loyally fell in with the plan, and the managers contributed personally an additional 25 per cent. to the company's appropriation.

Twenty influential newspapers, including three weeklies, covering the best-organized territory, were chosen, and the campaign began in May.

The advertisements, which were six inches double column, appeared twice a week in each daily and alternate weeks in the weeklies.

To a large extent the copy has been educational and sentimental. The advertisements have advocated the benefits of life insurance rather than the merits of the company, and have avoided technical discussion.

Assurance companies are becoming every year more and more desirous of giving their field forces

PEERLESS PERFECTION
is much heavier and stronger than common poultry netting. Peerless Poultry Fence is built just like our farm fence. It is the best Canada Fence made by Canadian and sold exclusively in Canada.
The Fence That's Looked Together
It's close enough to keep small fowl in and strong enough to keep large animals out, securely locked together at each intersection of the wires. It's many times heavier and stronger than poultry netting, and being well galvanized, will last many years longer. Top and bottom wires are extra heavy. No top and bottom boards required. PEERLESS Poultry Fence is built so strong and heavy, that but half the ordinary number of posts are required. It gives you real fence service. Think of it—a poultry fence strong enough to withstand the combined weight of two big horses. And that without a top or bottom board either. If you are interested in such fencing, write us. Ask for our literature. We also manufacture farm fence and ornamental gates.
Agents wanted in unassigned territory.
THE BANWELL-HOXIE WIRE FENCE CO., Ltd. - Winnipeg, Man., Hamilton, Ont.

An elegant fence, doubtless, but why claim everything for it.

the benefits of advertising support. They are practically a unit as to the wisdom of doing so. If only there were a further fraction of

profit in the first premiums out of which the advertising investment might be made, there would be no question for most of the companies: they would advertise at once.

The Imperial seems to have possessed a little more than the common degree of faith. It did not expect that any large amount of new business would result directly. It was thought the advertising would facilitate the sell-

A good idea, indifferently displayed

ing of Imperial policies, thereby making the agents' efforts more successful. This, in turn, would facilitate organization work by attracting to the company the better class of insurance salesmen. It was also thought the advertising would be helpful in making policyholders more persistent in paying premiums. This would reduce the waste from lapses and surrenders so prevalent in the insurance business.

The company cannot expect a full demonstration for several years, but it regards the various traceable results as symptoms of the generating power of publicity.

The campaign was the first attempt made by any life insurance company to advertise nationally in Canada. Spasmodic advertising has been done at one point and another at different times, and by different companies. One company had advertised in two Toronto morning dailies regularly for many years.

But now that the co-operative, non-partisan, educational advertising which it was proposed should be conducted jointly by all the companies operating in Canada has been indefinitely postponed, the indications are that other companies will try their fortune at national advertising.

* * *

OUTSIDE

ALWAYS listen once at least to the man who brings an idea to you from outside your office door. The best stories of battles, places and things have been written by people who were never there. Did you know that John Howard Payne, who wrote Home Sweet Home, never had a home himself?

WHAT'S DOING AT THE AD CLUBS

MONTREAL

We understand that a new advertising club has been started at this point with the title of the Montreal Publicity and Press Association.

Both of the old clubs—the Montreal Press and Advertising Club and the Montreal Publicity Association ceased to exist a few days ago, and most of their respective members have joined the new association individually.

The formation of the new association is the result of efforts made by representative members of both the old clubs, to get together and give Montreal an organization of publicity and press men that would prove worthy of the city.

The club's quarters are located in the Read Building, 45 St. Alexander Street, Montreal.

* * *

TORONTO

A very pleasant evening was spent on February 15th, the occasion being the second Ladies' Night of the season. An excellent repast was served at the King's Cafe, and the party returned to the club's quarters where cards, dancing, and an enjoyable musical programme contributed to a most successful evening.

* * *

Dr. C. C. James, special commissioner of the Department of Agriculture, spoke on February 17th on the campaign which the government is carrying on to stimulate agricultural production throughout the country. At first sight, maintained the speaker, it might seem strange that there should be any need for such a campaign, as the necessity for increased production was so apparent, but the fact remained that Canada did not realize she was at war. The people had not yet stopped to realize what was behind the war, in its relation to the food situation at any rate.

There was a grave danger in any attempt to increase largely the area of land sown for grain—the solution lay in more intensive farming—in making each acre produce more.

The farmer was curtailing his production of live stock, because the high prices he could get for his grain in the open market made it unprofitable to raise stock.

The extensive advertising campaign now running was of an educational nature and was divided into three parts—(1) The compilation and distribution of an "Agricultural War Book" giving statistics of the pre-war production of Canada and foreign countries, with a host of other information; (2) A series of meetings addressed by professors and prominent farmers in every province, to sound the feelings of the farmer, and investigate labor, transportation and other difficulties, and (3) a series of six ads in a wide range of papers urging the farmer to realize his liability and to rouse him to the necessity of increasing his production not only of grain, but what

was equally important, of live stock.

Dr. James reported that good results had already been obtained, and that the outlook was a promising one. He had many nice things to say about the co-operation being given by the Canadian press.

* * *

"The Public Works of a Great City," was the subject of Commissioner R. C. Harris' talk on February 23rd, this being one of the series of addresses under the auspices of the Education Committee, given with a view to creating further interest among the members in civic affairs.

In an interesting and lucid manner the chief of the public works department sketched the various activities in control of his department, including water filtration and supply, construction and maintenance of streets and sidewalks, grade separation, bridges and the civic transportation service.

The money for the public works of Toronto was raised in two ways —by direct taxation of the public at large— and by assessment of the cost of local improvements, and power had been given by the legislature to the city to force public improvements if the ratepayers refused to allow them.

The department was reported as being in a highly-efficient condition, and had been commended by the New York Bureau of Municipal Research.

Jules Brazil gave several acceptable selections during lunch, and Norman Bilton sang in artistic and finished style.

* * *

Mr. Justice Riddell, the eminent Canadian jurist, spoke on March 2nd to one of the largest audiences that has ever attended the Tuesday luncheons. The subject was, "How we kept the Peace" having reference especially to the remarkable fact that in view of the days of apparently unsurmountable difficulties, the English-speaking nations on this continent have not lost a single soldier in battle during the last 100 years.

Business ethics, the speaker stated, was a much discussed term, but there was no distinction between it and common honesty. It was the honesty of purpose so characteristic alike of the American and English races that brought about what might be described as the miracle of ages—the fixing of the International Boundry which has been the source of litigation, but of no bloodshed for decades.

There were just two theories of International duty worth considering, the first was "Might makes Right"—act like the beast in the jungle, and take what you want if you are able. The second on which the English-speaking races have based their theory was that "Right is Right." There was no necessity for the arbitrament of the sword. and whether determined by moral law or by treaty, the bulk of the people were always willing to abide by the decisions of independent arbitrators.

Canada has a great duty before her, in the opportunities which lie in the closer binding together of the motherland and the United States, and the hope for everything that is best in humanity lies in the principles accepted by the English-speaking peoples.

His honor, in a lucid manner, referred to the many conventions and arbitration courts which have been held to settle differences since 1783, and admitted mistakes on both sides.

His address was listened to with the utmost attention, and will long be remembered by those fortunate enough to be present.

* * *

WINNIPEG

In secret session, with doors locked, a grim ceremony took place in the brown room of the Fort Garry Hotel, when "three iron crosses of the kaiser" were pinned on the breasts of heroic members of the Winnipeg Ad Club, after which each one was compelled to repeat a turr'bly solemn and awe-inspiring oath.

It was the inaugural gathering for 1915. The iron crosses, amid outbursts of hilarity, were presented to George T. Koester, John D. Duthie and Harold W. Daly by Gordon E. Hunter, who presided. The oath that Mr. Hunter compelled them to take, with one hand on heart and t'other in the soup made them swear fidelity to the kaiser.

A big hit was a four-page newspaper, gotten up after the style of the *Tribune*, with "Trivial Bumps" in the corner of the front page, and mimic ads on all the big advertisers and "parodies" on the features of the local dailies.

* * *

Luck is all right if you don't place too much dependence on it.

ON TO CHICAGO

You remember last year the Chicago boys were strong for Toronto. They sent up a nice delegation to the convention in that city—in fact the largest delegation they had ever sent to an advertising convention; they all had a good time, too—they're still talking about it in Chicago—about your hospitality and the splendid way in which you handled the convention.

Next June they intend to get even with the Canadian boys by giving them a rousing welcome in Chicago. They are planning to entertain the delegates to the 1915 Convention in a way that will be remembered as long as advertising conventions continue to be held. Space will not permit the details, but take our word for it they will make good and it will pay you all to come.

"Information" booklet may be obtained by writing the Convention Committee, Advertising Association of Chicago. Make your plans now to join the greatest advertising convention both in scope and interest and size that has ever been held.

ASSOCIATED ADVERTISING CLUBS OF THE WORLD
TRUTH
JUNE
20-24
ELEVENTH ANNUAL
CONVENTION
A.A.C. of W.
CHICAGO -- 1915
For special information address CONVENTION COMMITTEE
Advertising Assn of Chicago
Advertising Bldg 179 Madison Street
CHICAGO

MEN AND MEDIA

F. H. Flint, advertising manager of the Guelph *Mercury*, formerly in the same capacity with the Winnipeg *Free Press* and Winnipeg *Saturday Post*, is severing his connection with the *Mercury* to return to his ranch in Southern California. Ad men will always be welcome at Mr. Flint's ranch when travelling in the Sunny South.

* * *

Ernest H. Dickinson has joined the staff of the Wilson Publishing Co., Toronto, in the capacity of advertising manager in succession to McKenzie Wright, who will confine his energies to special development work among the country publishers.

Fire of an unknown origin early on February 9th partially destroyed the file room of the London *Free Press* and caused a loss of several hundred dollars.

* * *

Dominion Government patronage in the shape of advertising and printing was divided among the leading papers in Canada for the fiscal year 1913-14 as follows:—Montreal *Gazette*, $153,000; Winnipeg *Telegram*, $44,000; *L'Evenement*, Quebec, $30,000; *La Patrie*, $28,000; Moncton *Times*, $23,000; St. John *Standard*, $27,058. Other Montreal papers were: the *Star*, $3,674; *Herald*, $5,952; *Telegraph*, $218; *Mail*, $238.

Advertisers Are Concentrating, in War time, in the Strongest and Most Profitable Mediums

During War Time, advertisers—both local and general—are watching their expenditures with more care than ever.

Where retrenchment is necessary, the newspapers of uncertain value are dropped. The strong, profitable advertising mediums suffer last and least.

The War Strain has demonstrated the strength of The Ottawa Free Press—has proven that its roots are planted broad and deep in its field. Never has it been relatively stronger than to-day.

Figures tell the story. But few papers in Canada are carrying as much business to-day as a year ago. The gain in Display Advertising in The Ottawa Free Press in January and February, 1 15, over January and February, 1914, was 98,868 lines. The amount carried exceeded the amount carried by any other Ottawa paper.

In February the Free Press carried 60,000 lines of exclusive Display Advertising in two editions. This leaves a net gain of 39,868 lines on regular business, compared with large losses in all other Ottawa papers.

War Time accentuates the Peace Time leadership of The Ottawa Free Press — Ottawa's oldest and strongest Daily — Ottawa's One Indispensable Advertising Medium.

Ottawa received as follows:—*Citizen*, $3,191; *Journal*, $4,941; *Free Press*, $3,304.

In Toronto the *Mail* got $9,561; *News*, $7,657; *World*, $6,722; Telegram, $3,629, and *Star*, $2.68.

The London *Free Press* received $9,148, Hamilton *Spectator* $8,657, and Kingston *Standard*, $6,824.

A nice little total of $378,776.68.

* * *

The *Canadian Golfer*, a new monthly of standard magazine size, will be published on April 15th next, and will undoubtedly appeal to the very large body of followers of the royal and ancient game throughout Canada.

It has the endorsement of the directors of the Canadian Golf Association and will be edited by Ralph H. Reville, for many years joint editor and proprietor of the Brantford *Courier*, and himself a golfer of high reputation.

A high grade coated stock will be used, and the magazine will be profusely illustrated.

The publication office will be in Brantford, Ont.

In view of the fact that the ranks of golfers are recruited from amongst our most prominent and well-to-do citizens, the *Canadian Golfer* should prove an advertising "buy" of exceptional value for worthy articles.

The new venture has our best good wishes.

* * *

Mr. T. H. Preston, one of the veterans of Canadian journalism and for many years connected with newspaper production, is to be heartily congratulated on the celebration by the Brantford *Expositor* of the 25th anniversary of its publication.

* * *

Wilson's list of weeklies have planned an interesting campaign to further popularize the ready print pages which they supply to a large list of weekly papers circulating chiefly in Ontario.

Timely articles are being included on the flower garden, vegetable garden, and on intensive culture

WILSON'S
INVALIDS'
PORT
à la Quina du Pérou
The
Doctor's Most
Valuable Assistant
The value of the assistance rendered to Physicians by Wilson's Invalids' Port, in cases of Meningitis, Asthma, Anaemia, Neurasthenia, Diarrhoea, Indigestion and Fevers is inestimable. It is pleasant to the taste, and while being an effective tonic, it is perfectly harmless and can be taken by children as well as adults.
348
REFUSE SUBSTITUTES
None genuine without this facsimile
signature on each bottle.
BIG BOTTLE
ASK YOUR DOCTOR
ALL DRUGGISTS

A worthy article, doubtless, but is it not claiming too much ?

in general, and these should give considerable added value to those already interesting pages.

This determination to give further service to their readers has much to commend it.

* * *

T. A. deWeese, director of publicity for the Shredded Wheat Co.,

Niagara, has recently been visiting Atlantic City and broke his journey at Boston to deliver an address to the Pilgrim Publicity Association of that city.

* * *

John Nelson, retiring manager of the Vancouver *News-Advertiser*, was presented recently with a handsome ring and fitted leather travelling case by the staffs of the mechanical, business and editorial departments.

* * *

The newspaper men of Simcoe county met at Barrie recently to discuss technical questions of particular interest to the craft. D. Williams, of Collingwood, occupied the chair. Addresses were delivered by E. Roy Sayles, Port Elgin, Lorne A. Eddy, St. Marys, and W. E. Smallfield, Renfrew. The desirability of every newspaper publisher becoming a member of the Canadian Press Association was particularly urged.

The next meeting, which will be the annual one of the County Association, will be held in Orillia in June.

* * *

The Parliamentary Press Gallery in Ottawa has elected officers for the ensuing year as follows: President, W. S. Defoe; vice-president, James Muir; secretary, Arthur Ford; directors, E. W. Grange, Paul Bilkay, Arthur Hannay, J. A. Fortier, Charles Bishop.

* * *

G. R. T. Saul, of Prince Rupert, has bought the Haileybury *Haileyburian* from W. C. Errett.

* * *

Lou E. Marsh, a Toronto newspaper man, has been awarded $1,200 damages by a jury as compensation for injuries sustained when struck by a motor truck.

* * *

A. L. McBride has severed his connection with the *Canadian Countryman*, on which paper he held the position of managing editor.

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THE EVENING TELEGRAM.

J. ROSS ROBERTSON,
Proprietor and Publisher.

TORONTO. WEDNESDAY, March 11, '15

CIRCULATION RETURNS

Week Ending, Feb. 27, '15

Monday	92,883	Thursday	91,202
Tuesday	91,663	Friday	90,382
Wednesday	90,620	Saturday	87,843

Net total for week	544,593
Daily average, city	85,577
Daily average, out of city	5,188
DAILY AVERAGE	**90,765**

N.B.—The above figures do not include circulation of "war extras" or other special editions.

Every day, on the editorial page of THE TELEGRAM, will be found a circulation statement such as the above, and THE TELEGRAM is the only evening paper which publishes such an analized statement, because the Telegram's TORONTO CIRCULATION is 30,000 greater that of any other daily paper.

If it is Toronto business you want then the Telegram's local circulation of 84,799 will get it for you.

THE EVENING TELEGRAM

TORONTO - - - - CANADA

More Good "Copy"

COPY built to fit the individual problem—not merely a cut of the package or article and a few glowing adjectives—not "haphazard" copy.

Back of every J. W. T. advertisement is a reason for its existence—a motive for its being.—its form, style, size and general make-up.

These Eno's advertisements are characteristic of the compelling "J. W. T." Copy and are evidence of the Efficient Service this agency offers.

We invite correspondence from manufacturers about to commence advertising and those desiring to make their present advertising more effective.

J. Walter Thompson Co. Limited

Advertising Agents

Lumsden Building, Toronto

('PHONES MAIN 329 and 330)

Economic Advertising

A Monthly Magazine for Canadian Advertisers

VOL. 8 APRIL, 1915 No. 4

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Are You the Man?

Last month on this page we reproduced some ads of a few of our clients—a random selection from a long list of Canadian advertisers whose appropriations we are handling, and in whose noted successes we are privileged to share.

Our complete advertising organization will enable us to render similar service to a few more manufacturers of worthy goods in non-competing lines.

Maybe *you* are not yet convinced that advertising can help *you* to sell more goods—perchance *you* have a feeling that each advertising dollar could be made to go further. If so, we invite your enquiry and we will tell you in confidence just how we can serve you.

A call from our representative will place you under no obligation.

Make an appointment to-day. Write, wire or phone—

Adelaide 2231 and 2232

Norris-Patterson

Limited

Advertising Agency

Mail Building - Toronto

Economic Advertising

Published in the interests of " more and better advertising "

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

	Per Year		Per Year
Front Cover	$500.00	2nd Cover	$225.00
Back Cover	300.00	3rd Cover	225.00

Subscription Price, $1.00 per year, 10 cents the copy.
Condensed Rates, 3 cents a word ; Minimum, One Dollar.
NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto

Vol. 8. Toronto, April, 1915 No. 4

STRAIGHT TALKS

THE MIGHT OF ADVERTISING

OF all the undreamt of happenings that have been of almost daily occurrence since the outbreak of the present titanic world struggle, one feature stands out above all others.

We refer, of course, to the marvellous success which has attended Lord Kitchener's efforts to raise in a short space of time an army of upwards of three million volunteers in Great Britain, her colonies and dependencies.

And, while, without for a moment wishing to overlook the part which the genuine spirit of patriotism has played in making such an achievement possible, it is not easy to give too much credit to the part that advertising has played in driving home to those in every walk of life, the dire necessities of the hour.

Publicity in almost every known form has been utilized to full advantage, and the lion's share, in the British Isles at any rate, has fallen to the poster and other kinds of outdoor advertising.

It was no easy task in casting about for the right man to organize and handle this very widespread publicity to make a happy selection, and the authorities are to be congratulated on their selection of a man of such extensive advertising experience and ability as H. F. LeBas.

It was a herculean task that was imposed on him, and wonderful indeed has been the measure of success attending his efforts.

When the time comes for the names of the long list of heroes to be inscrolled in the Hall of Fame, there will be a prominent

The London Free Press

(Member Audit Bureau of Circulations)

is the favorite newspaper in Western Ontario. No other newspaper in this field gives as complete telegraphic and local news service. A comparison will furnish convincing proof.

The Free Press is acknowledged by advertisers who have used it as the salesman in Western Ontario on most intimate terms with the greatest number of people who have the inclination and the price to buy.

Right now is a good time to employ the best salesman "on the job" to introduce your goods to Canada's most get-at-able and responsive market.

Rates and circulation data direct or from

EDGAR J. GUY, Toronto Representative
61 CANADA LIFE BLDG. **PHONE MAIN 2392**

There is an increasing market in Central and Northern Alberta for every kind of manufactured article. The manufacturers and wholesalers can develop this market by advertising in the

EDMONTON JOURNAL

Large as is the margin of Journal circulation over other papers in the field, its tremendous pulling power can only be accounted for by extra quality as well. Increase your Alberta business by using this valuable medium.

Write to-day for rate card and sworn circulation statement.

EDMONTON JOURNAL
(Branch Canadian Newspapers Limited)
Edmonton, Alta.

The One Indispensable Medium

For the general advertisers in Western Canada.

The Daily Herald

CALGARY, CANADA

Largest sworn paid in advance circulation of any paper between Winnipeg and the Pacific Coast.

Member Audit Bureau of Circulations.

For rates and information apply the Advertising Manager.

The Herald Publishing Co.
Limited

Eastern Representative, E. J. GUY, Canada Life Bldg.
King St. W., Toronto

place reserved for the name of the man to whom so much of the credit is due.

Recently in Toronto an opportunity was afforded to view a large number of the British posters, and we were struck at the outset with the boldness of the display and the daring combinations of the brightest colors.

From almost every conceivable angle the appeal has been made, and current events have been utilized in a timely manner—a form of appeal that never fails to carry conviction.

For example, immediately subsequent to the shameless German raid on defenceless East Coast towns with its attendant slaughter of helpless women and children, a poster appeared with a picture of a house in Scarborough razed by a shell, with an appeal to the manhood of the nation to avenge the infamy.

The death of the veteran Lord Roberts was turned to account in a poster bearing an excellent likeness of him, and the simple wording, "*He* did his duty. Will you do *yours?*" and yet another was illustrated with a khaki service cap and the caption, "If the cap fits you, enlist to-day."

Realizing that the opinions of those in high places always carry weight with the masses, another dealt with Premier Asquith's reasons why more men were wanted, and a most striking poster in yellow and black answered the vital question, "What will end the war?" with the simple words "Trained men."

A remarkable silhouette effect was obtained by a large figure of a soldier charging in the foreground with other troops in the distance and the question, "Are you content for *him* to fight for you?" and a vacant space in a line of khaki clad warriors was filled with the appeal, "This space will fill a fit man."

The historical "scrap of paper" in yet another was reproduced with a similar appeal.

It is impossible to review at greater length the number of other striking displays, but those mentioned are typical of the rest.

Here, surely, is ample vindication as never was known before, of the oft-repeated claim that good advertising backed by good goods or a good cause is able to accomplish little short of the miraculous.

WHAT THE AGENCY CAN DO FOR THE ADVERTISER

THERE are still far too many Canadian advertisers with but the haziest of ideas of the advantages of calling in a reputable advertising agency to co-operate with them in the profitable spending of their advertising appropriation.

Some, indeed, have no more extended vision of the service that an agency can render than to see in it a useful space bargainer and

The Hamilton Newspaper Union

COMPRISING

65 First-Class Weekly Papers

Sworn Circulation for 1914

2,698,466

Weekly Average

51,703

We will be glad to send you List and Rate Card

Hamilton Newspaper Union
HAMILTON, ONT.

EXPERIENCE - SERVICE
QUALITY - PRICE

Every member of our firm is a specialist in the department over which he has control.

This is the logical reason why the

PHOENIX ENGRAVING
LIMITED

are forging ahead. They merit your support and invite a trial order.

Half Tone, Intaglio, Zinc and Wood Engravings

37 Richmond Street East, Toronto
'Phone Main 985

ALTHOUGH double the price of any other Montreal daily newspaper,

The Gazette
MONTREAL

has now a larger circulation than ever. Its readers want the best, and even at a time like the present, are willing to pay for it.

To Advertisers

this is important because it indicates that Gazette readers have that purchasing power which is an essential element in bringing results from advertising.

The Gazette Printing Co., Limited
MONTREAL

appearance checker. But, fortunately, these are now in the minority.

Many a hard-headed and successful business man, who would not dream of going to a quack doctor when a qualified medical man was needed—to a first year law student, when an experienced lawyer alone could make safe the consummation of some important business deal — will place an inexperienced man at twenty per in charge of their advertising and wonder why the results do not come along.

The exception in nearly every case is for the manufacturer, with his inside and altogether one-sided viewpoint of his product, to prove a success in either the writing or placing of his advertising. He fails to get the atmosphere of the consumer in his publicity, and his appeal to the latter falls down badly.

Of the much-discussed question of whether the agency should look to the publication or to the advertiser for his remuneration, we do not propose to speak. Our purpose, at the moment, is to emphasize a few of the many ways in which the advertising agency can be of real service.

And in dealing with what may be described as the mechanical features of agency service, we cannot cover the ground more fully than by quoting from a recent address given before the Advertising Association of Chicago by William H. Rankin.

An advertiser, he claims, should so deal with his advertising agency that he will get co-operation and service on financial matters, merchandizing service, copy, illustrations, space buying, follow-up literature and house organs, typography and type selection, printing and engraving, counsel on choice of media, sales and advertising counsel and sales cooperative work.

This complete service and this alone will enable him to know not only how each point of merit of his own product is being presented monthly and yearly, but also will give him the same information with regard to his chief competitors.

And it is gratifying to be able to record that there are advertising agencies in Canada with the broad spirit and keen sense of duty to their clients, who, in every respect mentioned above, are rendering this sterling service.

The efficiency of the agency's checking service is of vital significance to the advertiser, and too great importance cannot be paid to this detail.

Advertisers naturally wish to receive their accounts as soon after the close of the month as possible, and the agency on its part is just as anxious to collect its money without delay.

But there is no defense for the methods of some agencies, who, in their anxiety to bill their clients at the earliest possible date

He Said:
"Maclean circulations are impossible"

A few years ago a man who ought to know, a publisher in fact, remarked to us that our circulations were impossible. He was sincere enough, but judged from too low a standard, as it developed later in the conversation that he never had a regular circulation department, while our circulation department was and is now without an equal with but few exceptions in America.

Nothing is impossible

Despite prevailing conditions the Maclean publications are increasing their circulation every month—renewals so far this year are far ahead of last and the reason for this is: the majority of our subscribers are in smaller cities, towns, villages and country districts where financial conditions are the best.

These are the people who have and are spending the money. Do you want to reach them with your proposition?

Select your medium from the Maclean list:

Write for sample copies and ask for a call from a representative.

THE MACLEAN LIST

Maclean's Magazine	Printer & Publisher
Farmer's Magazine	Bookseller & Stationer
The Financial Post	Canadian Machinery
Canadian Grocer	The Power House
Hardware & Metal	Sanitary Engineer
Dry Goods Review	Canadian Foundryman
Men's Wear Review	Marine Engineering of Canada

The Maclean Publishing Co., Limited

143-153 University Ave., Toronto

also at

Montreal Winnipeg New York Boston

Chicago, Cleveland and London

make their charges not from actual correct appearances checked, but from the orders given, often weeks ahead, to the various publications.

Obviously this is not fair to the advertiser, and to say the least of it, this custom entails a lot of annoyance and adjustment.

The relationship between advertiser and agent should be of the most cordial description, and such harmony as happily exists in many cases is an impregnable armor against the solicitation of competing agencies.

Copy and plans can usually be matched by a score of agencies, and the agency which is a mere slot-machine for copy and plans can never hope to hold business. In the words of a recent folder from the Alexander Hamilton Institute—"The agent who has taught his clients to expect, not only selling help, but sound advice bearing upon every phase of the business, does not need to provide a very large surplus against the alienation of accounts."

ADVERTISING ENGLISH

APART from the abuse of grammar, which, sad to relate, is still to be found in not a few otherwise really excellent advertisements, another feature obtrudes itself upon the reader—we refer to the too common use of extravagant expressions and superlatives.

Pick up any newspaper or periodical, and glance through the advertising columns, and the number of expressions such as "Turns a common place meal into a banquet," "One dollar does the work of three," "Colossal Values," "Titanic Bargains," "The Very Choicest Selections," are far too frequent to be convincing.

To say the least of it, such attempts at word painting indicate a verbal sterility on the part of the copy-writer, and are not complimentary to the intelligence of the average reader.

There is little in common in the English used by the successful journalist and the convincing copy-writer. The former is licensed to spin his little tale out—to embellish it with a wealth of word pictures—to introduce details that need have but a remote connection with the theme of his story. The latter is successful in so far as he is able to prune his language of every unnecessary word, to condense his arguments while emphasizing the salient features of the article advertised, and to add that touch of human interest that will rivet the attention, and convert the passive reader into an active purchaser.

The would-be purchaser on entering a store would have cause to feel aggrieved if the salesman made use of extravagant description and unnecessary superlatives—it would tend to make him hesitate to purchase, and render him suspicious.

CHANGE OF NAME

The entire reconstruction of the electrotyping and stereotyping business of Wilson-Hunt & Co. just means to advertisers so much more efficiency and service. The

Dominion Electrotype and Stereotype Co.

are equipped to supply every kind of reproduced plate, as you want them, **and when you want them.**

The

Dominion Electrotype & Stereotype Co.

62 Temperance St., Toronto

Phone Ad. 3260

The Times **is a live paper for a live Advertiser to use.**

YOU can't afford to overlook the HAMILTON "TIMES" when making your advertising contracts. No waste circulation. **The only Liberal paper in a city of over 100,000.** Goes into the homes. Bright, clean and up-to-date.

TIMES PRINTING COMPANY LIMITED
HAMILTON, ONT.

Yet many a store which would not countenance the use of such expressions by their clerks, are the worst offenders when it comes to using the written word.

There is a dignity that carries conviciton in the studied use of simple English, and it is a safe rule, when two words are synonymous, to select the shorter one.

There are, of course, occasions when the longer words of classic origin express a thought in a manner which cannot be duplicated by any other.

Too often the fault lies with the copy writer, who for one reason or another does not give sufficient time and thought to the simplifying of his English.

TRUTH IN ADVERTISING

"THERE is more being said about truth in advertising to-day than there is about the foot-and-mouth disease," says Bert M. Moses, director of the new Audit Bureau of Circulations, "and there doesn't seem to be anybody who knows anything definite on either subject. Truth is really something to be lived, not merely discussed. When we live the truth, we will cease to talk about it. I have come to the belief that any person who openly affects to be better than his neighbours is sure to be a knave. Truth is merely what people believe.

"One says medicines don't cure sick people and the other says they do. They are as far apart as Germany and England, and this horrible war in Europe only shows us how difficult it is to distinguish the truth. What is a falsehood in England is a beautiful truth in Germany. The wise man is the man who knows that he does not know and admits it.

"Some time ago in a highly moral magazine I saw a picture of several young men wearing clothes of a distinguished and fashionable character. Under the picture was a bit of fine writing describing the ready-made clothing. It touched me and even prompted me to induce a friend to buy a suit when I did. When I put the clothes on, do you think I looked like the men in the picture? I did not. I looked like a come-on from Cohoes, while my friend looked like a hop-picker from Hohokus. That's what I call false and misleading advertising.

"I hope I haven't created the impression that I'm dissatisfied and sore, because really I'm not. I'm an optimist, and an optimist, you know, is the fellow who doesn't care what happens so long as it does't happen to him. Let us shake off the idea that a lot of advertisers are second-story men, working the public through the newspapers, because that isn't so. There are a great many decent folk in the world. Let us be honest because it's every man's duty to be honest. The truth is merely what people believe."

IN CALGARY

THE MORNING ALBERTAN

THE 100 PER CENT. CLEAN PAPER
FIRST TO LAST — THE TRUTH

NEWS EDITORIALS ADVERTISEMENTS

Class The Albertan's steady-growing circulation is almost entirely among the well-to-do—among an intelligent and discriminating class.

Buying Power The Albertan's readers are susceptible to the advertising of products and propositions of merit, and have the means of satisfying the desire for them.

Cleanliness The Albertan refuses all advertising of a doubtful character.

Responsiveness The Albertan is bringing large returns to hundreds of mail order advertisers. The reason is that the farmer has more money at the present time than he has had in years.

Write for Descriptive Booklet of the Albertan.
THE MORNING AND WEEKLY ALBERTAN
Average Circulation 20,000 per day.
Members of The Audit Bureau of Circulation.

THE HOME IS ITS SPHERE

The Remarkable Advertising
Growth of

The Hamilton Spectator

Is built on the substantial foundation of its service, its large home circulation, the confidence of its readers, and a right rate.

DUTY ON ADVERTISING MATTER

THE Canadian Department of Customs, by an order of July 6, 1914, made provision for the prepayment of the import duty on advertising matter by means of customs duty stamps affixed to the package. On September 9, 1914, the United States Post-Office Department issued an order to the effect that customs duty stamps should not be affixed to any package carried in the United States mails. The use of such stamps for the prepayment of duties on advertising matter in Canada and Australia having proved of considerable value to American exporters, the matter of their prohibition was taken up with the Post-Office Department, and it is now stated that the order has been provisionally suspended. The new order provides that the duty stamps must be placed upon the reverse side of the envelope or package, and parcels not complying with this requirement will not be accepted for mailing. The ruling of the Post-Office Department is of particular interest in view of the fact that the recent general increase in the Canadian rates of import duty is not applicable to advertising matter imported by mail and upon which the duty is prepaid by means of customs revenue stamps.—*Newspaperdom.*

WORRY

IF you realised just what worry is, you would stop using it in your business. For Worry is the name given by the Devil to his choicest brand of smelling salts, and the more you get into the habit of using them, the more you come to know what Hell is really like. Here's an antidote for worry—Smile—smile—smile!

For where smiles are, worry is not. Worry is just plain poison. It is the most treacherous of poisons, for it not only eats into the finest powers of your mind and life, but it spreads and radiates like a contagious disease. Worry can do no harm in the atmosphere of cheer, great faith, hope—work.

Work, work, work!

How useless worry is—how foolish! Realise but this and you will very soon banish it and forever abhor it. Can you think of a single instance where worry rendered you a service? Well, then, get rid of it.

Smile, Smile, Smile!

Worry never did, and never will, bring anything to pass. It never earned a cent, and it never helped a human being. But if you keep busy,—if you are continually seeking to render some service, you will never have time or inclination to worry.

Work, Work, Work!—*George Mathew Adams.*

"GOOD, WHOLESOME STUFF" writes an Advertiser

Mr. John Anderson, General Manager for Chase & Sanborn, Coffee Merchants, Montreal, writing to the editor, said:—

> "I like the 'Courier' better all the time, and as a rule I read it from cover to cover. I like it because it has good, wholesome stuff, free from political bias, and there is no evidence that a plunderbund of financial gymnasts or political group control your very thoughts. . . . I love your 'Monocle Man.' . . . He has developed the brains that God has given him. He sees the great white light of Truth and Justice and is no fakir."

Chase & Sanborn are one of our most valued advertisers. The above, coming from the man who places this firm's advertising is a distinct tribute to our efforts in producing a paper intended to satisfy the clear-headed, thinking men and women throughout Canada.

Readers of the Mr. Anderson type are worth interesting and may be reached through us any or every week-end. Rate—14 cents a line flat.

THE CANADIAN COURIER - TORONTO

Highest Grade
ELECTROS
AND
STEREOS
PROMPT AND EFFICIENT SERVICE
THE NATIONAL ELECTROTYPE & STEREOTYPE Co. LTD.
229 Richmond St. W.
TORONTO
TELEPHONE AD. 16.

IF YOU USE
THE
WINDSOR RECORD
it is quite sufficient for the Essex district.

DAILY CIRCULATION
EXCEEDING
7,000
SEMI-WEEKLY
3,500

HUMAN INTEREST—THE VITAL ELEMENT IN COPY

By Kenneth S. Fenwick

WHAT is "human interest" copy? That simple question was asked me recently by a man who has written advertising nearly all his life—strong, virile, resultful advertising, too—and he didn't know the underlying principles to which he owes his own success as an advertising man!

Perhaps it is not so surprising after all, when we get right down to rock bottom and analyse the thing. If he has been successful in writing advertising copy it is because he is honestly enthusiastic about the merchandise he describes. He has a habit of putting himself in the buyer's place and seeing the proposition from *his* viewpoint. He has been unconsciously making use of the vital element in copy—Human Interest.

But is it sufficient to know that you are using the right "tools," without knowing just what those "tools" are, or what they are capable of doing in the hands of a workman who thoroughly understands them?

We hear a great deal about "atmosphere" in advertising. We know it is at times not only advisable, but most essential, in appealing to certain classes of people to get "atmosphere" into our copy and layouts. But how many of us know just what particular "tool" is required to produce this elusive effect? The same question may be asked regarding "Human Interest." We all know it is valuable, but how is it produced?

The secret of human interest in copy lies in the faculty of seeing a proposition through the other fellow's eyes, and painting vivid word-pictures of the view obtained from "where he sits."

The "tools" required for the perfect production of "human interest" copy are: (1) Imagination, (2) Conviction, (3) Enthusiasm, (4) Facility of Expression.

Imagination enables you to enter into the very life of the prospective buyer. You see yourself examining the article advertised. You decide upon the features which make it most desirable. You compare it with other articles of a similar nature, and the result is a desire to possess the article advertised. You see yourself buying the article—taking it home—using it—enjoying it—praising it to your neighbors. And you are, for the time being (in imagination, of course) a thoroughly satisfied purchaser.

And so, having made good use of Imagination, you take up the next "tool"—Conviction.

You are honestly convinced that the article will do for the purchaser exactly what it has done for you in imagination—this much is *absolutely necessary* to the production of convincing copy. There is nothing surer in this world than that the mental attitude of the writer will be communicated to the reader. If the writer is skeptical,

Use Both Papers

	Per line in Daily	Per line in Sunday
500 lines and over	10 cents	12 cents
1,000 lines and over	9 "	11 "
2,000 lines and over	8½ "	10 "
3,000 lines and over	8 "	9½ "
5,000 lines and over	7 "	9 "

Five thousand lines in The Toronto Daily World costs seven cents a line; the same amount of space in The Toronto Sunday World, nine cents a line. The advertiser can make a combination contract, however, using the same copy in each paper and get his Sunday World advertising at the Daily World rate of seven cents per line.

On the combination contract the advertiser gets a combined total circulation of more than 160,000, more than 120,000 of which is in Toronto and nearby points, more than 11,000 in Hamilton, the second largest city in the wealthy Province of Ontario, and the balance almost entirely in Ontario within sixty or seventy miles of Toronto.

The Daily and Sunday World are two separate and distinctly different papers going to an entirely different lot of subscribers. The territory they cover is the most wealthy and progressive in the Dominion so that the advertiser using this combination gets both quantity and quality in circulation.

When you make your next appropriation talk this over with your favorite agency and decide upon a trial contract of 5,000 lines. In the meantime, if you desire additional particulars, write or telephone—

The World Newspaper Co., Limited

40 West Richmond St., Toronto

the copy must invariably lack the ring of truth.

Enthusiasm has the power of arousing interest, and creating a desire to possess, in the mind of the prospective buyer who reads the advertisement. There is no substitute for enthusiasm—the counterfeit is branded "*Insincerity*" in blazing letters that he who runs may read

And so the "tools"—Conviction and Enthusiasm—are used to give both life and color to the copy.

Facility of Expression is the "tool" that shapes the mental image of the writer, giving it concrete form, and making it acceptable to the mind of the reader.

Now, having selected the proper "tools," and having learned how to use them, let us see what they can be made to produce.

I have before me a quarter page magazine ad of Waldes & Co., makers of "Koh-i-noor" dress fasteners. Just imagine its effect upon a woman whose husband is too lazy—or too selfish—to lend a hand. Here it is:—

"Home from the theatre at last! —and *so* tired and sleepy. But, happily your gown is fastened with Koh-i-noor. One pull and it's unfastened! Such a great improvement over the hook and eye! Almost as easy to *fasten* your gown—snap! snap! snap!—it's done—and there's no coming unfastened, either."

Here's another one. This is from a full page magazine ad of the Macbeth-Evans Glass Company:

"Who Wants Good Light? Whose eyes are strained or tire easily? Who can't read long at night? Who is irritated by bright light? Who works by dim light?

"You?

"*Then think about your light.*

"Who has a child that studies at night, or a baby who stares at flickering gaslight or a bare electric lamp?

"Have you?

"*Then think about your light.*

"Alba Lighting Equipment makes it easy to get good light. Alba softens the light and makes it kind to the eyes—takes out the irritation and strain. Alba sends the light where you need it when you are reading or working."

This ad goes on to show how Alba saves you money—offers free lighting helps—and suggests the use of a coupon which appears at the bottom. Can't you see yourself filling out that coupon now? Then gaze on this picture of brightness, conjured up by a recent "Vitralite" ad in the *Saturday Evening Post:*—

"The birds are singing, baby calls, and your eyes open on a world of light, purity and cheer. It is a lily-white room, created by the use of Vitralite, the Long-Life White Enamel.

"Vitralite is used in the little homes nestling under the trees, and in the big mansions on the Avenue, because it combines richness and economy, beauty and durability."

Add to this a realistic drawing in wash, depicting the scene described in the copy, and you have the reason why it pays Pratt & Lambert to spend $4,500.00 for a single insertion.

Three-Fold Service

Designing **Copy-Writing**

Printing

We are equipped to give you first-class service in every element that enters into the production of an efficient piece of printing.

ARTISTS
to help you plan striking designs.

COPY-WRITERS
to help you present your proposition effectively.

PRINTERS
and modern printing equipment to produce your work perfectly, no matter how large or how small the job may be.

WHEN YOU NEED ANYTHING IN PRINTING
PHONE, WIRE OR WRITE TO

Acton Publishing Co., Limited

Corner Queen and Gwynne Avenue
TORONTO

TEL. PARKDALE 4171
Jas. Acton, President

MONTREAL: 13 Coristine Bldg.
J. J. Gallagher, Managing Director

Nor do we need to look to our friends across the border for *all* the examples of human interest copy. Here's one from the Office Specialty Mfg. Co.:—

"*His Silent Partner.*

"What better business associate can a man have than a trustworthy filing system; one that looks after his many business affairs,—as represented in the correspondence, orders, invoices and records which are a part of every transaction he makes; a filing system that does its work well and gives its master the opportunity of doing his better by relieving him of the worries of inaccuracies and troublesome details?"

Isn't that an effective piece of copy?

Here's another:—

"Does Everybody Wear Underwear Same as Me and You, Dad?" "Don't know, son. Guess the wise ones do. You're going to get Penman's as long as dad's doing the buying for you."

Can't you imagine the unconscious effect of those homely, intensely human expressions on the mind of every reader?

Just compare these with the following extract from another Canadian advertisement. This is fairly representative of the old-time, argumentative style of copy:

"We don't ask you to equip your lines with our telephones just because they are made right here in Canada at our factory in Toronto, but also because of the satisfaction you will enjoy from using such high-grade instruments.

"Canada leads the world in many lines, and we believe our magneto telephones are the highest class, most efficient built to-day. We welcome comparisons, and will send our telephones for Free Trial, so that you can test them alongside other makes on your lines before investing a dollar."

Such an appeal appears to be dead—colorless—uninteresting. It lacks the "punch"—that indefinable "something" which gets the ad across.

The reason for this is that most men—and women—conjure up mental pictures of their own, in which they mix their personal experiences with the mental image suggested by the advertisement. The imagination is always constructing possible situations and environments, and the first impulse is to accept each new image presented, and build around it. The more truthfully and faithfully the advertisement presents the image to the mind, the more certain it is of impressing the reason, and resulting in a favorable decision. The more dormant images it awakens in the reader's mind, the surer it will be of acceptance as fact.

Some folks call this "Psychology"—I prefer to call it "Human Interest." "A rose by any other name would smell as sweet," but after all, what is psychology but the study of mental processes as we observe them in ourselves and in others?

* * *

Genius is one-tenth inspiration and nine-tenths perspiration.

COURTESY

QUALITY

The
Toronto Electrotype & Stereotpye
Company, Limited

111 Adelaide Street West - Toronto

Have recently installed a Wet Black Lead Machine of the latest pattern which is specially adapted for the reproduction of **Halftones.** A trial will convince you of the superiority of this process.

We specialize in making and distributing advertising electrotype and stereotype plates.

Our representative will call on request.

PHONE ADELAIDE 1638

A TOWER OF STRENGTH

The Herald is the recognized City newspaper.

The Herald is vastly superior editorially to all other Hamilton publications.

Being the only independent newspaper, the Herald is a tower of strength in City and County. This accounts for the big honest results advertisers receive.

The Herald in the City, in influence and **paid** circulation exceeds all other City publications combined. Advertising rates no higher than any of our contemporaries, but results much greater.

THE HERALD PRINTING CO.
OF HAMILTON LIMITED
Publishers

RECENT ADS—GOOD AND OTHERWISE

By The Captious Critic

THE seasonable ad of the Holt Renfrew Co. tells its story in a straight forward and convincing manner, and is an example of most effective use of small space.

The average man and woman has no adequate facilities for

Our vaults—the largest and best equipped in this country—afford exceptional facilities for the

Storage of Furs, Clothing and Rugs

We offer the utmost protection against loss by fire, moths or theft, at very low rates, based on your own fair valuation.

Articles will be promptly called for within delivery points upon receipt of mail, telephone or personal instructions.

Holt, Renfrew & Co.
Limited

Telephone Main 7940.

Quebec Montreal Toronto Winnipeg

storing furs during the summer months, and the full protection offered by this service from moth and fire should have wide patronage.

The Arctic scene is striking enough to attract attention and the type matter very readable. This ad could hardly be improved on.

* * *

At first sight one may be pardoned for thinking this ad was that of a fire engine manufacturer, yet on reading on it must be admitted that the illustration links up sufficiently well with the copy. "Suppose a fire started in your plant some night," and then a snappy talk telling how the company's signal service is a real protection in every contingency.

Various devices have been introduced for keeping night watch-

Where Speed Counts

Suppose a fire started in your plant some night.

Five minutes more or less in the time it took the apparatus to get there would make a pretty big difference in your loss.

A Central Station Signal System meets any emergency quickly.

It keeps your watchman awake and on the job It enables him to send a fire alarm right from the building and then work on the fire while he's waiting for help

If his signals don't come in at the right time a Special Officer visits your place right away to find out why.

In other words, it is *real protection* in every contingency. Write or phone nearest Office for Bulletin S

DOMINION MESSENGER & SIGNAL CO. LIMITED
Electric Protective Signal Systems

Toronto Montreal Ottawa Hamilton Winnipeg

men on the job all the time, but this idea of sending a special officer if signals have not been rung in at the proper time is surely in advance of them all.

* * *

In these days of high rents and increased food bills, the Dovercourt Land ad will have caught the eye of many a householder anxious to reduce his living expenses. I am not able to confirm or refute the statement that 73 odd per cent. of wages earned go in food and rent, but at any rate the statement is sufficiently startling to arrest the attention.

And it is not like living in the wilds after all, for it is quite easy

to spend more than forty minutes in a car within the city limits.

The coupon idea is a good one, but its position in the ad might

What you save
by being a LITTLE FARMER
in your SPARE TIME
You Save Rent
You Save Big Grocery Bills
You Save Doctors' Fees
Your Rent and Food Takes
73.25 Per Cent. of Your Wages
Forty Minutes From Down-Town
The Dovercourt Land, Building & Savings Co. Limited,
82-88 King Street East, Toronto:
Gentlemen,—Please send me further particulars regarding your half-acre farms.
Name
Address
Established 1889
DOVERCOURT LAND
BUILDING & SAVINGS
W. S. Dinnick, President
COMPANY-LIMITED
82-88 King St. East
Toronto
LARGEST OWNERS & DEVELOPERS OF REAL ESTATE IN CANADA

have been better chosen, but that does not detract from the general excellence of the advertisement.

* * *

The Brant Creamery are to be complimented on the appearance of the ad reproduced, "Fine for Children." This is a caption that will catch the eye of every fond mother, and the benefits of well-made bread and pure butter as a diet are brought out in a clever manner.

This is an example of a simple ad that tells its tale in a really

Fine for Children!
Wholesome Bread and First Quality Butter
Nothing is better for the kiddies than well-made bread and real good butter
Add to the muscle and bone-forming elements in wheat bread, the animal fats and whole-some nutriment of pure butter and you provide a diet unequalled for children.
Brant Creamery
Butter
Churned Fresh Every Day
is table butter at its best—rich, pure, sweet, free from all adulterants
We use only the finest cream from regularly inspected dairy herds of cultivate kept cows. The BRANT CREAMERY is a model plant, remarkable for its spotless cleanliness and up-to-date equipment.
Brant Creamery is open to inspection.
Come and see Brant Creamery Butter being made.
"If you know Brant Ice Cream, you'll want to know BRANT CREAMERY BUTTER"
Brant Creamery
BRANTFORD - ONTARIO

convincing manner, and the layout and dainty illustration only serve to give it added strength.

* * *

Many of us deceive ourselves that we have so slight an acquaintance with his satanic majesty,

Let The "DEVIL" Do Your Work
HART-PARR "Little Devil" Tractor
THE ONLY SMALL, REAL OIL TRACTOR IN THE WORLD
$1200 FEATURES For Only $1,045
No Extra Tools to Buy
Not a Penny More to Invest
HART-PARR COMPANY, Oil Tractor Specialists

that the caption of the Hart-Parr Co.'s ad may to some not be in the very best taste

But, as these people have been pleased to name their tractor the "Little Devil," they have a perfect right to steal the old gentleman's thunder for their caption. It is startling enough, at any rate, to arrest attention. and after all that is what the caption is there for.

The reading matter contains a number of really good arguments in favor of this particular machine, and if it lives up to them it should prove an indispensable adjunct to every farm.

* * *

The "D & A" Corset ad is sufficiently striking and is working the patriotic appeal along some-

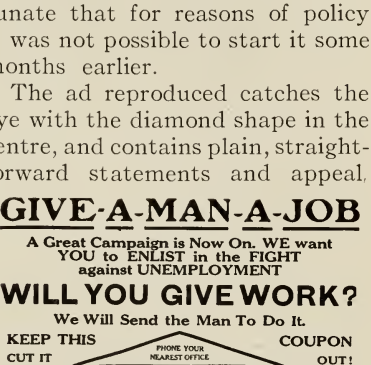
what new lines. That a large amount went across the border last year is the basis of the argument in favor of the Canadian corset, but apart from an invitation to compare the "D & A" with any other corset, there is no word as to fitting or other qualities, and this is a serious omission.

Then, too, the statement that only a few old styled or prejudiced firms do not stock the "D & A" is a form of knocking possibly worthy retailers that is in anything but good taste. It may be quite true, but why emphasize, etc.

* * *

The recent campaign launched in Toronto under the aegis of His Worship Mayor Church has much to commend it, and it is unfortunate that for reasons of policy it was not possible to start it some months earlier.

The ad reproduced catches the eye with the diamond shape in the centre, and contains plain, straightforward statements and appeal,


GIVE-A-MAN-A-JOB
A Great Campaign is Now On. WE want YOU to ENLIST in the FIGHT against UNEMPLOYMENT
WILL YOU GIVE WORK?
We Will Send the Man To Do It.
KEEP THIS COUPON
CUT IT OUT!
PHONE YOUR NEAREST OFFICE
TALK ABOUT IT
TO YOUR FRIENDS
HANG IT NEAR YOUR 'PHONE
For General Information PHONE MAIN 16
It may not mean money to you, but it will to others.
REMEMBER WORK MEANS FOOD
YOU must HELP to make this CAMPAIGN A SUCCESS.

while the idea of having offices distributed throughout the city is excellent, facilitating, as it does, the prompt placing of the unemployed.

There is one feature, however, that calls for comment, and that is the entire absence of the names of the sponsors for the movement.

The inclusion of the names of well known citizens at the head of the movement, would have given the advertisement added value, and would have precluded the possibility of thinking that the campaign had any motive of personal gain.

GREATEST CAUSE OF ADVERTISING WASTE

By Hugh Chalmers—Extracts from a recent speech delivered at a dinner given to E. W. Hazen on his retirement from the Curtis Publishing Company

DISTRIBUTION is the greatest problem of the business man. It is a bigger problem, even, than just the biggest problem of business men. Looked at from one point, it is the biggest national problem. Many factors entering into the satisfactory solution of the problem are national in their scope and can be finally controlled and adjusted only by the vote of all the people, as expressed through their government.

Advertising has come to be of tremendous interest because it is one of the chief factors in the distribution of any product. Advertising has been defended as a sound, economic factor on the ground that it is such a great help in distribution that it more than pays its cost by giving the ultimate consumer the article advertised at a less price than he would have to pay if advertising was not done on a large scale.

That advertising does help to stimulate sales; that it does help to build big businesses more rapidly than they could be built without it—is unquestionably true. Yet advertising needs some more fundamental reasons than those in justifying itself to the buyers of our goods. Unless advertising can be thoroughly justified as an economic factor contributing to the welfare of the whole consuming public through the savings it effects in the cost of distribution, it cannot be satisfactorily justified.

It has always been possible to manufacture articles of high quality and high service possibilities, if the cost did not have to be taken too much into consideration. But it is also true that high-priced articles cannot sell in very large quantities. In order to get selling prices down, it has been necessary to affect all the savings that come through what we call "quantity production." We should be able to prove, and we should prove, to the public that advertising, by helping to open up great markets rapidly, has been a prime factor in making "quantity production" and the consequent lower prices an assured fact. It is along this line that great advertising expenditures must be justified to the consuming public. Vast numbers of people think that advertising is a burden on the buyer and that the manufacturer who doesn't advertise should be able to produce a better article for a lower selling price than one who does advertise.

The high cost of living is the most urgent personal problem of the individual citizen everywhere. Can this cost of living be reduced; and, if so, how? The greater portion of the cost of all articles is covered by three items: materials, labor, and cost of selling. Are materials, on the whole, going to

get very much cheaper? I think raw materials will not generally become much cheaper. There is still better reason to think the cost of labor will not grow less. The tendency of wages is upwards, and rightly so.

Can we make any big savings in the cost of distribution? Of course, all of us hope we can. No doubt all of us who sell advertising and do advertising on a large scale believe it is through advertising that we have the biggest chance to effect savings in the cost of distribution. But I believe the question of saving in the cost of distribution is one which should command the attention of all of us. I believe some savings can be effected in distribution if the publishers, the advertising agencies and the buyers of space will cooperate more in the future than they have in the past.

What are the things that advertising most needs? What are the things that are holding it back from accomplishing the great purpose for which it is intended? What are the things that prevent us from getting one hundred cents' worth of sales value out of every advertising dollar that we spend?

I think the greatest cause of waste in advertising is in the fact that too large a section of the public is still skeptical about advertising. Too many people are still in the attitude of mind to say, "Oh, that is only what the advertising says, but it doesn't prove anything." This condition of mind, I think, is due to two chief causes. First, that there has been and still is, in spite of much improvement, too much "bunk" in advertising. The man who sticks to truthful advertising has too much to overcome in the exaggerated statements of other advertisers. There is still too much advertising of propositions that are purely "fake." The publications which continue to run advertising of questionable propositions, or of "fake" propositions pure and simple, are doing the general cause of advertising great harm. By these methods they are contributing to the high cost of advertising.

The second cause for public skepticism of advertising is a lack of public understanding of advertising. What advertising needs most is to be advertised. The people generally do not understand it well enough; that is, they do not understand well enough the direct benefits that may come to them through advertising. I have had in mind for a long time that a full explanation of advertising, what it is and what it really accomplishes for all the public, should be made to the public. Specific instances should be given and they should be multiplied from month to month and year to year.

My present notion is that this should be in the form of a booklet, because I believe it is impossible in page announcements in the magazines and newspapers, to tell this story of advertising in a satisfactory way. This is not a work that any one publication can or should do, or any one advertising man or advertising agency. It is a work that all should do together,

using a carefully worked out plan. My suggestion would be that the main part of this plan be a booklet dealing with advertising in its broader aspects—not to the selling public, but to the buying public.

It seems to me that if a committee representing advertising agents, advertising mediums and advertisers could be named in some way, to get up this booklet on the benefits of advertising to the buying public, it would be service well worth rendering, and one that would help to put advertising on a higher business and moral plane than it is to-day.

The cost of such a booklet properly should be paid from a fund contributed by advertising agencies, publishers of magazines and newspapers, and leading advertisers of the country. I think it would be to the interest of every publisher of magazines and newspapers in the country to give the space free to advertise this booklet and to distribute it free to any person who would like to have it. —*Associated Advertising.*

THE TORONTO ADVERTISING CARNIVAL

By F. O. Madden

A Mammoth Patriotic Advertisers' Carnival and Circus on the evenings of the 22nd and 23rd of April for the purpose of raising funds for a Motor Ambulance to be given to the Canadian Field Forces is to be held under the joint auspices of the Toronto Advertising Club and the Associated Advertisers of the city.

The need of these ambulances is very urgent and the donation will undoubtedly be appreciated by the Canadian Government and by those closely connected with ambulance work at the front.

In order that this object may be achieved in the most business like manner two monster performances will be produced on the above dates.

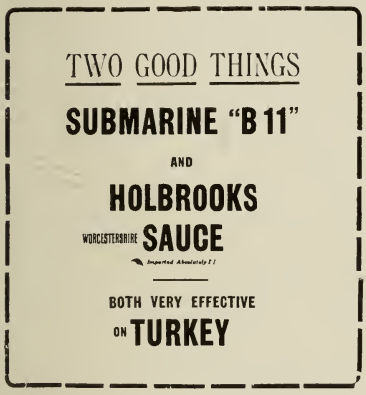
It is the wish of the Club that as many advertisers as possible co-operate with them in making this a pronounced success.

A subscription list has been opened and canvass made of as many as possible of the advertisers with the object of inducing them to enter decorated floats representing their products in the advertisers' street parade which will take place at noon and in the evening immediately preceding the performance in the Arena each day. This procession of floats has been made a big feature of the programme in order that the advertisers may by their exhibits awaken a larger spirit of optimism among the public. It is estimated that the procession alone will be viewed by 100,000 people. Brass bands will be interspersed throughout the entire programme and interesting figures of every description will be in line. Optimistic boost slogans and plenty of pep will be in evidence.

Many of those now entered will distribute souvenirs to the crowds

in the streets, and a number will have actual demonstrations of the manufacturing of their products showing on these floats.

The performance inside the Arena on both evenings will open



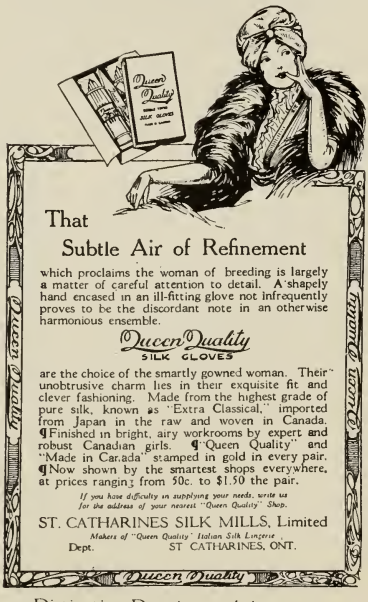
A timely and really effective effort

with a grand march past of all advertising figures, fancy dressed performers, etc., accompanied by the music of the massed bands.

A concert will be rendered by an immense musical organization comprising over one hundred of our best musicians after which a three ring circus will commence its giddy whirl. Clowns and specialty actors will perform their stunts and the menagerie of stuffed elephants, camels, etc., will enter. Even a chariot race will be included in this complete performance.

As usual, the little busy buzzer, E. Jules Brazil, will swing the sledge hammer and our old friend Band Master Slatter will be in charge of the organization of musicians. Many of the expert acrobats and tumblers from the different Y.M.C.A.'s of the city have kindly offered to co-operate and their part of the programme will be an interesting one.

That it will be a success goes without saying, but in order that it may be a most remarkable success every active advertising man and advertiser in Toronto should lend it their hearty co-


That
Subtle Air of Refinement
which proclaims the woman of breeding is largely a matter of careful attention to detail. A shapely hand encased in an ill-fitting glove not infrequently proves to be the discordant note in an otherwise harmonious ensemble.
Queen Quality
SILK GLOVES
are the choice of the smartly gowned woman. Their unobtrusive charm lies in their exquisite fit and clever fashioning. Made from the highest grade of pure silk, known as "Extra Classical," imported from Japan in the raw and woven in Canada. ¶ Finished in bright, airy workrooms by expert and robust Canadian girls. ¶ "Queen Quality" and "Made in Canada" stamped in gold in every pair. ¶ Now shown by the smartest shops everywhere, at prices ranging from 50c. to $1.50 the pair.
If you have difficulty in supplying your needs, write us for the address of your nearest "Queen Quality" Shop.
ST. CATHARINES SILK MILLS, Limited
Makers of "Queen Quality" Italian Silk Lingerie
Dept. ST. CATHARINES, ONT.
Queen Quality

Distinctive Drawing and Attractive Typography

operation, not only as a matter of approbation, but as a matter of assistance.

Action means life and life means business and business means more business. It is a wonderfully good cause not only because it is patriotic but because it is combining business with patriotism.

Here's success to the big show.

WHAT'S DOING AT THE AD CLUBS

TORONTO

A RARE treat was in store for the large turn out of members at the weekly luncheon on March 9th when Father Finn, of Chicago, spoke on "The Psychology of the Public Mind Regarding Specialties."

Psychology was the all pervading subject of Western civilization and it dealt not only with the powers of the mind to give out, and receive impressions, but also with the laws by which these impressions are conveyed to the will and make it support some scheme, whether civic, religious or social.

This spirit of enquiring just how things happen permeated modern life. There were just two classes that cannot belong to the community of public opinion—the very poor and the very rich. There were the same features in the public mind as in the individual mind, and public opinion was made up by the amalgamation of a number of individual opinions, but the public mind lost much of the finesse of the individual.

An appeal to a crowd must be made rather through the emotions than through the intellect, but this was not the rule when appealing to a small number of people. Still, it should be borne in mind that the individual and the community at large had the same aspirations and the same propelling instincts.

As men get together there was apt to be an increase of emotional excitability rather than of intellectual susceptibility. This was the century of specialties, and the man who had only generalities to offer had little chance of becoming a demagogue. There was a grave danger of over-advertising a specialty, and copy with an over-emphasis of italicized lines and caps lost much of its strength. The speaker gave a number of interesting incidents in which much harm had been done by the over-emphasis of a specialty.

The specialty he maintained was radically one phase or aspect of a subject which grew out of general excellence, and the excellence must first of all be there and by this its usefulness must be measured.

A specialty carried conviction, and commanded attention because it conveyed the impression that its owner had some desirable secret knowledge.

As a compliment to Father Finn, who is an organist and choir master of international repute, Master Branton, the popular boy soprano, gave two selections in finished style.

* * *

Mayor Church of Toronto gave an interesting talk on March 16th on Toronto Publicity with relation to the city's future, and indicated ways in which the Toronto Advertising Club can co-operate in the making of the future of Toronto. He told of an organization in process of formation to embrace the Advertising Club, Board of Trade, and the Harbor Commis-

sion, and detailed at some length the lines along which it was hoped to have this body of influential men working for the future expansion of the city.

He dealt especially with the necessity of rapid transit by means of Hydro and Radial extensions, and local improvements. The deepening of the Welland Canal would be of the greatest benefit to Toronto, the ideal city, and the hub of the Province, and he spoke of Toronto as the greatest educational centre on the continent of America in the near future. It was welcome news to hear that the work on the new station was to be started on the 15th of April, and no less satisfactory was the progress reported on the Harbor Commission, and the Bloor Street Viaduct. He urged immediate preparation for the expansion of the city and looked for a million population in 1921.

Alderman Cameron also spoke, and his offer to address the Club at a future date was heartily accepted. R. Dodds contributed a couple of acceptable vocal selections.

* * *

Frank Yeigh, the well known lecturer, was the speaker on March 23rd, his theme being "For King, Country and Empire." The walls were decorated with a large number of patriotic posters, noticed at some length elsewhere in this issue, and the address was accompanied by a fine selection of lantern slides. The man who was responsible for these posters, Mr. H. LeBas, was called a publicity sharpshooter by the speaker, and the British Government had fully endorsed them as the best possible means of enlisting public sympathy and attention.

In rapid succession slides were thrown on the screen illustrating the part that Canada and the other Crown Colonies are playing in the great war, and some splendid views were shown of the magnificent Delhi Durbar. Numerous slides of both Territorial and Regular forces were of the greatest interest, and every branch of the British Army and Navy was represented.

The accompanying talk was lucid and stirring, and proclaimed Mr. Yeigh to be a thorough master of his subject.

* * *

For a second time in a short while a member of the cloth was guest of honor, the Rev. A. P. Brace, giving a vigorous and thoughtful address on March 30th, his subject being, "The Opportunity of the Hour a Sane Optimism."

Preachers should be advertising men of the best type, claimed the speaker, for Truth and Honesty were fundamentals equally of religion and the best kind of advertising.

A pessimist was a man with a plentiful supply of wish bone and jawbone—the optimist was the man with a fully developed back bone.

What we needed right now was the right type of optimism, and the opportunity of the hour must not be developed by a grouchy

pessimism, but by a sane and safe optimism.

The right kind of optimist had a straight and square mind, a sympathetic heart, the saving sense of humor, and a strong optimistic faith in himself, his fellow men and Almighty God.

A sane optimism had its eyes wide open to surrounding alien influences, and its ears closed to the wail of the pessimist, which consisted of false fears clothed in blue-grained lies.

If we aim to be men of the sanest optimism measuring up to the opportunities of the moment, we must be ready to square our shoulders to the increased liabilities that must come with a more extended vision.

Canada, at the close of the war, would, the speaker prophesied, be called upon to take her place in the Councils of the Nations of the World, and it behooved us to be ready, with our jaws set and our moral muscles steeled.

Not what we *can* do, but what we *must* do, should be the thought governing the conduct of every loyal Canadian, and the courage for the task should be found in the spirit that fights with the scabbard after the sword is broken and gone.

This was, indeed, the spirit of sane optimism. The lecture was enlivened with touches of sparkling humor and breezy anecdote, and was much appreciated by the large audience.

* * *

Russell T. Kelly, one of the leading spirits of the live Hamilton Ad Club and general manager of the Hamilton Fire Insurance Co.. held the boards on April 6th and gave the members a vivid talk on his experiments in advertising fire insurance and, not at all incidentally, why and to what extent they had succeeded.

"When a hen is hungry—she scratches"—quoth the speaker, and when his company got hungry for revenue during the first three months of the war, they "scratched"—they advertised more than ever, and the results were astonishing.

The education of the people was recognized by the Hamilton Fire Co. early in its existence as a prime essential and a standing order was placed to photograph every fire of any size, and these have been used in the press within twenty-four hours of its occurrence.

This advertising was aimed to embody both the publicity kind and the creative kind—the former represented by the picture and words "$1000 damage," and the latter by the insinuating phrase, "Your place may be next."

Cooperation with the company's agents was always a first consideration, and many useful hints were gleaned from the way in which this progressive firm had made use of street guides, waste paper baskets, circular letters, the business chances column in the dailies, calendars and the "Made in Canada" idea. "Something different" seems to be the spirit of the Hamilton Fire advertising.

In respect to the calendars circulated, a novel departure has

been made by this firm, as nothing but the local agent's name and description of his own choosing is inserted.

"Put the agent under an obligation" claimed Mr. Kelly, "and he will reciprocate." And the local agents have reciprocated handsomely.

The guest of the day conveyed a hearty greeting from the Hamilton Club which was cordially endorsed by the large number present.

SOME FOOL ADVERTISING

By Alan C. Thompson

EVERY month "Budweiser" decorates the sign boards of Toronto with huge posters of the most artistic description. But what is "Budweiser?" I don't know and there is nothing on the bills and has been nothing in the last three years to tell me. I presume it is a brewery product, but whether a malt extract or some distilled or alcoholic liquor, no one who is not already acquainted with it would ever learn from the ad. I am told the advertising pays, yet there is absolutely no attempt to tell what it is or why you should buy it. Are not the advertisers wasting an opportunity.

For some time past the laundry men of Toronto have been trying to boost business by knocking the Chinese opposition, and unless I miss my guess it has had the contrary effect. Sympathy has been excited for the little fellows and instead of diverting business from them it has helped them. I don't know who is responsible for this waste of money, but this I do know, that if the same effort had been made to simply induce those who are doing their own laundry work to patronize the advertisers, there would have been much better results.

Another advertising campaign which must fail because based upon selfish misrepresentation of facts is the "Made in Canada" movement. When such posters as are now on the boards, stating that men are out of work because $1,350,000,000 worth of goods has been imported into Canada in the last year instead of being made in the country, is it not time for those wanting honest advertising to protest?

Any one who knows anything about economics, knows that all imports that are not settled for by exports, in this country represents wealth brought into the country by immigrants or capital imported to aid in the development of the country without which many great enterprises could not be carried on and the number of men employed in these industries would be much less instead of more.

* * *

The bargain on the counter must be made to look like the bargain in the advertisement—no more—no less.

ON TO CHICAGO

WE expect big things from the States, and as Chicago is the recognized centre of advertising activity, we will pardon our good friends for aiming at a 12,000 convention mark.

Nothing in the way of publicity seems to have been left undone with this wideawake organization. A "booster" folder is being issued every ten days or more frequently, and this is being mailed to the chairmen of the publicity committees of every advertising club. This should awaken interest in what's doing and stimulate the live enthusiasm which already exists.

At the moment it is impossible to give a full account of what is in store for the fortunate delegates who can make the convention, but advance notices give us to believe that there will be no dull moment either intellectually or socially.

At even this early date the big pageant is an assured success. Some one has said big folks are only grown up children which analysed, simply means, that even as days are added to our life, we cling steadfastly to the old character traits which were planted in the happy days of youth. You cannot outgrow them.

This advertising pageant is being put on on more ambitious lines than was ever before attempted, and if our worthy Chicago friends have even spoken half the truth in their advance notices this pageant will out-Barnum Barnum himself. And the ladies, too, we learn, are far from being overlooked. In the words of the breezy folder which the Advertising Association of Chicago sends us regularly, while "the head of the house" is getting his intellectual fill from the busy business sessions during the day, "the heart of the house" will have plenty to do seeing the artistic and pleasure side of the best there is in this progressive western city. Reports are to hand of the most hearty co-operation from ad clubs from the Atlantic to the Pacific and there is no doubt whatever that the Canadian legion will be up to full strength.

The advertising man who misses this opportunity of taking part in the world's greatest advertising convention in the world's advertising centre will have to give us a very valid excuse for his non-attendance.

THE STUBBORNNESS
of the Mule is proverbial. Though not proverbial it is a well-known fact that millions of housewives who have tried Sunlight Soap stubbornly refuse to use any other. These housewives, with
Sunlight Soap
as their ally, can look forward to wash-day without dread, for they are assured of a quick despatch of all dirt.
TRY IT IN YOUR NEXT WASH.

"Nuff Sed"

MEN AND MEDIA

AMONG the recent Canadian volunteers for service with the British troops at the front are the following newspaper men: Major Alfred J. Markham, circulation manager, and Edgar March, city editor, St. John *Standard*; Joseph Chandler, dramatic editor, Montreal *Herald and Telegraph;* W. H. Gordon, Montreal *Journal of Commerce;* Johnston McAdams, Sarnia *Canadian;* Cecil Bechill, Glencoe *Transcript;* Walter Scrub, Berlin *News Record,* Henry Burgoyne, business manager, and Charles Bell, advertising manager, St. Catharines *Standard.*

* * *

William D. Ryan has joined the staff of the St. John *Globe* as city editor. He was formerly with the Regina *Leader* and is a member of the New Brunswick bar.

* * *

Charles Cliff of the advertising staff of the Montreal *Journal of Commerce*, has moved to Toronto.

* * *

At the annual meeting of the Toronto Newspaper Rifle Association, J. W. Lester of the *Telegram* was elected captain, T. Little of the *News* is lieutenant, J. B. Stephens, the *News,* secretary, and E. V. Corbett, *Telegram*, treasurer.

* * *

The statement made in these columns in our March issue to the effect that the Ottawa *Free Press* received $3,304 worth of Government patronage in the shape of advertising and printing during the fiscal year 1913-14 is, we are given to understand, incorrect. Our statement was made on what we considered to be the best authority but we are glad to have the opportunity of making this correction.

* * *

The Northern Miner, a well-edited and well-printed journal devoted to the mining interests of Northern Ontario, has just made its appearance. The editor of *The Northern Miner* is Mr. Ben Hughes, a mining journalist of repute.

* * *

A mistake crept into the last paragraph of Men and Media Column in last issue. It was there stated that Mr. A. L. McBride had severed his connection with the *Canadian Countryman.* But the name should have been that of our old friend A. L. McCredie, who has our best wishes in his new sphere of work.

* * *

A. C. Hunt, for seven years secretary and business manager of the *Leader* Publishing Co., Regina, has resigned to take an interest in the John Martin Paper Co., of Winnipeg. His successor is Burford Hooke, for a number of years news editor and one of the directors of the Regina *Leader.*

Prior to his departure, Mr. Hunt was banquetted by his friends and former associates. and many expressions were voiced for his future success and welfare.

M. J. Hutchinson, for some time advertising manager of the Regina *Leader*, has accepted the business management of the Edmonton *Bulletin*, and leaves for that point at the end of April. His successor has not yet been appointed.

* * *

The stock in the Toronto *News* held by C. T. Pearce, its business

Lawrason's
Snowflake
Ammonia
gets all the grime and grease off pots and pans.
Contains no "grit" to scratch them. Especially good for aluminum.
Ask for it by name—say "Snowflake."
5 and 10 cent packages.
Made in Canada

Too much like a well-known competing line

manager, has been acquired by C. Lesslie Wilson. The latter becomes general manager and will be associated with Sir John Willison as president of the company. Mr. Wilson is well known to Canadian advertisers through his connection with the Wilson Publishing Co. of Toronto (the Wilson List of Ontario Rural Weeklies) and he has our best wishes for every success in his new connection.

* * *

The Harold F. Ritchie Co., Ltd., Toronto, has been appointed sales agent for Canada for the Gerhard Mennen Chemical Co.

F. R. Davis, who has represented the Mennen Co. from the beginning and opened the Canadian office ten years ago, will have charge of the Montreal factory and the Quebec sales district.

* * *

Weston Wrigley has severed his connection with the Commercial Press Limited and is now advertising manager of the Gagnier Publications.

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Toronto Electrotype Co. 18
World 14

WINDSOR
Record 12

"The Telegram Covers Toronto"

With a circulation of which over 94% is concentrated in Toronto, THE TELEGRAM covers Toronto almost as completely as shown here.

Total, Last Week 90,081
In Toronto - - 84,771

And this is not a greatly inflated circulation as we do not publish War Extras or sell our papers except as Regular Complete Editions.

IN TORONTO Four Homes out of Five—One in Six of the Population receive THE TELEGRAM each evening.

FOR TORONTO BUSINESS THE TELEGRAM SHOULD BE FIRST ON YOUR LIST.

THE EVENING TELEGRAM

TORONTO - - - CANADA

This new Advertiser called in J. Walter Thompson Co.

HIS problem was not an easy one—the marketing of a new rubber heel—a semi-luxury—with a host of competition and many other difficulties to meet.

But—his product had outstanding merits — distinctive features — real **selling** points.

This manufacturer called in J. Walter Thompson Company.
After close study of manufacturing and trade conditions we formulated selling and advertising plans. We advised size, strength, territory, line of appeal, dealer co-operation, amount of adequate appropriation and many other essentials to the success of a campaign. We turned obstacles into stepping stones.

Finally we prepared the advertisements themselves.
These are again worthy examples of J. W. T. "Good Copy."

We invite correspondence with manufacturers who are **considering** advertising and from those who wish to make their present advertising **more effective.**

J. Walter Thompson Co. Limited

Advertising Agents

Lumsden Building, Toronto

Economic Advertising

A Monthly Magazine for Canadian Advertisers

VOL. 8 MAY, 1915 No. 5

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THE value of any agency is governed rather by its capacity for service than by the long list of clients it professes to serve.

Every appropriation entrusted to the care of the

Norris-Patterson Agency,

whether large or small, demands and receives the same expert, personal and conscientious attention.

The fact that many of our largest national advertisers have, for years, been our valued clients may influence you to have us consult with you.

We will study your problems and perhaps tell you we cannot serve you—but if we say we can, we will produce the goods.

Write, call or 'phone Adelaide 2231

NORRIS-PATTERSON LIMITED

ADVERTISING AGENCY

MAIL BLDG. - - TORONTO

See 'A Notable Series' on page 24

Economic Advertising

Published in the interests of " more and better advertising "

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

	Per Year		Per Year
Front Cover	$500.00	2nd Cover	$225.00
Back Cover	300.00	3rd Cover	225.00

Subscription Price, $1.00 per year, 10 cents the copy.
Condensed Rates, 3 cents a word ; Minimum, One Dollar.
NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto

Vol. 8. Toronto, May, 1915 No. 5

ADVERTISING THE TRADE MARK

IN a variety of ways different forces have been at work for some time past educating the public to the advantages of purchasing advertised goods and the Quoin Club, the organization of national American periodicals, has been foremost in this useful work.

They are now doing additional work in the advertising of advertising, by demonstrating the great power that trade marks have with the consumer, and the distinct help they give in securing distribution.

Each advertisement now appearing is headed by a well known trade mark, but no reference is being made to any particular trade mark in the copy, the idea being to play up the "reason why" of trade marks as a whole.

The argument is logical and forceful and in a nutshell is this:—There can be no monopoly in advertising. No rich manufacturer can force his lesser competitor out of business by reducing his prices temporarily below cost. To-day one manufacturer stands as good a chance as another to win favor for his trade mark, so long as he backs up his advertising and his trade mark with quality.

Then, too, because the trade mark enables the consumer to identify the goods, it makes him the deciding factor in all purchases.

As one of the ads in the series has it—Trade marks and the advertising that makes them known, are the two things that do most to standardize qualities, permanently reduce prices and prevent commercial piracy. Trade marks and national advertising are the

Look Into the Homes
Look Into the Stores
Look Into the Offices

where the Maclean papers arrive regularly and you will be struck by two things. First, the modern and progressive appearance; second, the important part the Maclean paper or papers take in everyday life.

Each Maclean Publication is Keyed to Service.

Service to its subscribers through its editorial contents; service to its advertisers through the constant efforts of our well organized Circulation Department.

Each Maclean publication stands at the head of its class in its particular field—a Canadian paper with Canada's and Canadian's interests at heart.

Select Your Advertising Mediums from the Maclean List.

THE MACLEAN LIST

Maclean's Magazine	Printer & Publisher
Farmer's Magazine	Bookseller & Stationer
The Financial Post	Canadian Machinery
Canadian Grocer	The Power House
Hardware & Metal	Sanitary Engineer
Dry Goods Review	Canadian Foundryman
Men's Wear Review	Marine Engineering of Canada

Specimen copies and advertising rates sent on application

The Maclean Publishing Co. Limited

143-153 University Ave., Toronto

also at

Montreal Winnipeg New York Boston

Chicago, Cleveland and London

two greatest public servants in business to-day. Their whole tendency is to raise qualities and standardize them, while reducing prices and stabilizing them.

THE CHINESE LAUNDRY

AN echo to the Chinese laundry question which has received some publicity in our own pages and elsewhere, reaches us from Fort William.

At this point also, a campaign was waged in the papers by the white laundry men in which the Orientals were painted several shades of jet black in so far as their morals and methods were concerned, and the Chinese were persuaded to retaliate to the accusations made by using newspaper space themselves.

This took the form of two twelve inch by two column advertisements (one of which is produced elsewhere in this issue) and this publicity had the effect of killing the steam laundry campaign immediately.

Every sentiment of fair play, of which we, as Britishers, are so justly proud, seems to have been violated by those responsible for these campaigns of "knocking" the Chinamen.

We hold no brief for them—far from it,—in fact we think the country would be better without the presence of the yellow races. But when we allow the Oriental to enter the country, and charge him a very substantial head tax for the privilege of living amongst us, no decent-minded citizen will deny him the chance of earning an honest living.

The accusation has been made, wrongly, we believe, that the Chinaman sends all his earnings out of the country, but careful enquiry among merchants at many points entirely refutes this, and goes to show that the Chinaman buys the best in clothing and food, and what is more, he pays spot cash for his supplies and requirements.

These quasi-patriotic appeals have been done to death, and are, to say the least of it, somewhat of an insult to the intelligence of the average Canadian, but the abusive diatribes against a harmless, if unwelcome, race which have been given so much publicity of late, are only tending to ruin the cause of the white laundries.

ADVERTISING RELIGION

TO publish each Saturday upwards of two pages of display religious advertising is an achievement that would have ranked with the impossible but a short time ago, yet since the campaign was inaugurated in 1913, this is the record of which the Baltimore *News* is justly proud.

There is an increasing market in Central and Northern Alberta for every kind of manufactured article. The manufacturers and wholesalers can develop this market by advertising in the

EDMONTON JOURNAL

Large as is the margin of Journal circulation over other papers in the field, its tremendous pulling power can only be accounted for by extra quality as well. Increase your Alberta business by using this valuable medium.

Write to-day for rate card and sworn circulation statement.

EDMONTON JOURNAL
(Branch Canadian Newspapers Limited)
Edmonton, Alta.

The One Indispensable Medium

For the general advertisers in Western Canada.

The Daily Herald
CALGARY, CANADA

Largest sworn paid in advance circulation of any paper between Winnipeg and the Pacific Coast.

Member Audit Bureau of Circulations.

For rates and information apply the Advertising Manager.

The Herald Publishing Co.
Limited

Eastern Representative, E. J. GUY, Canada Life Bldg. King St. W., Toronto

The Hamilton Newspaper Union

COMPRISING

65 First-Class Weekly Papers

Sworn Circulation for 1914
2,698,466

Weekly Average
51,703

We will be glad to send you List and Rate Card

Hamilton Newspaper Union
HAMILTON, ONT.

The average circulation *of*

THE EVENING RECORD
(WINDSOR)

for April 1915 was

8,700

and it is still going up.

10 to 16 pages daily.

The section of the paper carrying these advertisements contains, in addition, several pages of splendid articles and news items regarding the work and plans of the churches in Baltimore, and in the issue immediately preceding last Easter, no less than one hundred and fifty churches were represented.

No care or expense has been spared in the preparation of the advertisements, and as many of the ads appear over the signature of men prominently before the public—as for example Vice-president Marshall of the United States and Winston Churchill,—they could not fail to carry conviction with the thinking portion of the populace. The captions of the weekly half page ads are well chosen and convincing—The church—Baltimore's most valuable possession—Man's True Nature, Start the New Year Right—Go to Church To-morrow—If no one went to church, there would be no church and then—and in a masterly sequence of plain talk and sound logic, the appeal is made to the citizens to support those agencies that stand for the moral and social uplift of the whole community.

Scarcely a day goes by in which some further evidence is not forthcoming of the manifold uses to which publicity can be put, and this breaking down of hide-bound prejudice is a splendid vindication of the power of the press.

It is gratifying to be able to record that this cooperative movement of so many sects and creeds has produced the most unexpected results, and in any one of the large Canadian cities a similar campaign might well be inaugurated.

We understand this series of ads is to be published in book form. Which Canadian newspaper will be the first to profit by the moral and material support that such a plan offers?

AN APPEAL

IN a recent letter from the chairman of the Canadian Red Cross Society details are given of a special appeal that is being made to the farmers of Canada that will not only bring succour to the sick and wounded, but will nurture the humane and patriotic spirit in those who give.

The farming business in Canada has in no way suffered by the war—on the other hand, as a class they are the most prosperous in the Dominion, and increased prices for all kinds of farm produce, along with more extensive production, will place the farmer in an even happier condition before the year is out. And there are others, too, who will be affected favorably by the farmer's greater prosperity.

Nothing is too good for the Canadian farmer. He wants the best and has the means to gratify his wishes, so that manufacturers of

YOUR GUARANTEE

The circulation of the **London Free Press** for the preceding day is given in bold figures in the upper right hand corner of the front page EVERY DAY.

Circulation books are open to all advertisers and figures published are subject to proof. If you find an error in figures published no charge will be made for your advertising on the day in question.

NO RETURN PRIVILEGES are allowed Free Press agents, otherwise we could not guarantee *every day* the circulation of the day preceding.

We know of no other daily newspaper in Ontario that does not allow return privileges.

Get what you pay for and increase results.

EDGAR J. GUY, Toronto Representative
61 CANADA LIFE BLDG. **PHONE MAIN 2393**

For the marketing of foods and the numerous needs of the family and the home in HAMILTON, the logical medium is

The Hamilton Spectator

It is this city's "home" newspaper. Its powerful circulation exceeding 27,700 copies daily, is chiefly concentrated within the city limits, is delivered by carrier direct, reaching more worth-while homes than any other local paper.

nearly every line of goods will find a special publicity addressed to the rural dwellers a most profitable investment.

Here is where the wide-awake manufacturer will score, and the media he must use are the splendid farm papers of Canada, who stand to profit by a largely-increased advertising revenue.

So here are three classes whose prosperity stands to be increased by the war:—the farmer, the manufacturer of goods the farmer will buy, and the Farm Press—and the Red Cross Society might well include the latter two classes in this special appeal to the farmer.

Not every one can go to the front and do his share there, but farmers are proverbially generous in sentiment and generous in giving when their hearts and heads point the way, and this appeal, which has already met with a hearty response, will loosen the farmer's purse strings in every part of Canada.

THE DIGNITY OF ADVERTISING

CONSIDERABLE diversity of opinion has been expressed with reference to the carnival and circus put on in Toronto last month under the auspices of the Advertising Club of that city, and not a few have had no hesitation in claiming that such displays tend to cheapen advertising and lower its dignity.

Those who have followed the annual conventions from year to year, will have noticed a very strong tendency to eliminate all horse play and to emphasize the business side of these gatherings to the practical exclusion of the amusement end, and the change seems to have the approval and support of all the best elements in the advertising world.

True "a little nonsense now and then is relished by the best of men," but there is a vast difference between organizing and putting on an entertainment of this description in the privacy of the club quarters, and in the staging of it in a public hall where admission is charged.

We refer especially to the clown and circus stunts with which the recent entertainment abounded, and in view of the strenuous efforts put forth recently to increase membership by enrolling more of the really influential advertising men of the city, it seems a pity that anything of this kind should have been staged publicly to create adverse criticism.

The widespread movement for truth and honesty in advertising and the elimination of the fake and fraudulent is giving to advertising a dignity it did not have before, and such dignity has a very real value with the thinking public. Is it wise by staging such a show, to lower the dignity of advertising, even in the smallest degree? We think not.

The two worthy objects for which the entertainments were held

IN CALGARY

THE MORNING ALBERTAN

THE 100 PER CENT. CLEAN PAPER
FIRST TO LAST — THE TRUTH

NEWS EDITORIALS ADVERTISEMENTS

Class The Albertan's steady-growing circulation is almost entirely among the well-to-do—among an intelligent and discriminating class.

Buying Power The Albertan's readers are susceptible to the advertising of products and propositions of merit, and have the means of satisfying the desire for them.

Cleanliness The Albertan refuses all advertising of a doubtful character.

Responsiveness The Albertan is bringing large returns to hundreds of mail order advertisers. The reason is that the farmer has more money at the present time than he has had in years.

Write for Descriptive Booklet of the Albertan.
THE MORNING AND WEEKLY ALBERTAN
Average Circulation 20,000 per day.
Members of The Audit Bureau of Circulation.

DISCRIMINATION in buying advertising space is especially important at this time. The advertiser who places his announcements in

The Montreal Gazette

reaches men and women who have money to spend. The Gazette is the high-class Morning Daily in Montreal and is the medium to select when you want the attention of the Montreal people who appreciate quality in the goods they buy.

THE GAZETTE PRINTING CO., LIMITED
MONTREAL

—that of boosting Toronto and providing a motor ambulance for the Canadian Contingents—have nothing to do with the question of whether the show was advisable or no. But it must be admitted that a little adverse criticism can work a great deal of harm, and is only refuted with difficulty.

We trust, however, that the self-sacrificing spirit shown by the Toronto Ad Club members will have more than made amends for any small indiscretions in the entertainment.

ON TO CHICAGO

GREAT as was the educational value of last year's convention at Toronto, with its wealth of enthusiasm and good fellowship, the coming gathering in Chicago bids fair to outdistance all its predecessors in point of interest, worth and numbers.

There is no place in the world that is able to dispute the claim of Chicago to be the hub of the world's advertising activities, and none will grudge them this honor.

The convention programme, in its completed form, has not yet been made public, but it is possible from advance notices and statements made by Douglas N. Graves, the convention committee chairman, to indicate some features of the business sessions.

Changes for the better have been made, chiefly, in the running of the departmental sessions, and whereas, heretofore the building of department programmes has been placed in the hands of two or three capable men for each department, a system has now been introduced whereby each department as a definite, forceful organization has the duty of making the programme. And at a recent meeting of the National Commission, H. B. Hardenburg, J. C. Oswald and W. H. Ingersoll were appointed to cooperate with the members of the general programme committee with regard to the departmental sessions.

The convention will open with services in fifty Chicago churches Sunday morning, with an inspirational Sunday afternoon meeting, which will probably be addressed by President Wilson, and with Sunday evening addresses by visiting advertising men before various Chicago clubs and organizations which hold Sunday evening meetings.

Monday morning will be consumed with addresses of welcome, etc., and Monday afternoon will be devoted to an inspirational session.

All day Tuesday and the forenoon of Wednesday will be used for departmental sessions. Wednesday afternoon will be given to correlation work by the National Commission and by special com-

Highest Grade
ELECTROS
AND
STEREOS
PROMPT AND EFFICIENT SERVICE
THE NATIONAL ELECTROTYPE & STEREOTYPE Co. Ltd.
229 Richmond St. W.
TORONTO
TELEPHONE AD. 16.

Economic Advertising

will most effectively cap the efforts of your advertising manager and solicitor to get business for your paper.

It goes regularly into the offices of our leading National Advertisers, reaching a class of desirable customers you may have failed to land, or of whose existence you are unaware.

Use its columns regularly!

It will pay you well!

Economic Advertising
Mail Building TORONTO

ASCENDING INCOMES

The man earning even $600 this year will be a good buyer if last year he received only $500.

Conversely, the man earning $6000 will be a poor buyer if last year he received $7000.

Whether an income is rising or falling has more effect on buying habits than the actual amount of the income itself.

It determines the difference between, "Yes, I'll buy that," and "No, I can't afford it."

Rural Ontario people *CAN* afford it.

Nearly a million of them read the Ontario newspapers in the Wilson List of Weeklies.

Why not work this combination in favor of your product.

The cost is small. Ask and see.

The Wilson Publishing Co. of Toronto, Limited
73 Adelaide St. West - Toronto

mittees of departmentals, and also to education and vigilance conferences.

There probably will be no prominent speakers on Thursday morning, the whole forenoon being taken up by the presentation of trophies, report of National Commission, open business, etc.

Thursday afternoon will be devoted to the election of officers and the completion of such business as may then still be pending.

The exhibit at the Chicago convention promises to far surpass any previous display, and will feature money-making ideas first, last, and all the time.

And of amusements and entertainment there will be enough and to spare, and Chicago's reputation for hospitality will in no way be impaired.

On to Chicago!

MADE IN CANADA

ONE of our worthy newspaper friends in a recent letter, gives us a thought that is well worth passing on. The danger as he sees it, and we must confess to hearty agreement with his vision, is that advertisers are beginning to think that all they need to do is to take a part in the "Made in Canada" chorus, instead of aspiring themselves to be soloists. This is a very real danger, alike to newspaper publishers and to advertising agencies.

One of our foremost merchants recently pleaded guilty to being heartily sick of the efforts of his representatives to sell goods on the "Made in Canada" plea. He maintained that, in the first place, he is a merchant and has to have goods that will sell. What he wants is goods that have the quality and the right price and which are such as the people ask for. These qualifications will be admitted as prime essentials. The "Made in Canada" slogan has almost deteriorated into a "bogey" in the publicity of many firms.

There is much in this merchant's assertion and on a previous occasion we have condemned the "Made in Canada" slogan—first, because of its entire selfishness, and secondly because when analyzed it is not good business.

"ADVERTISING"

said a speaker at a great business men's dinner, is merchandising by wireless—suggesting comforts and necessities before the need is born—creating new markets—building new factories—selling the surplus.

Hard and Easy

To a manufacturer of, say, shoes, the designing of a striking piece of advertising literature may appear a hard, almost impossible, task.

But it's easier to the man whose business is designing.

Of course, you know this as well as we do. And our only object in thus reiterating what you already know is to call your attention to our complete printing service.

DESIGNERS

COPY-WRITERS

PRINTERS

All at your service, any time, for anything in printing

WRITE, WIRE OR PHONE

Acton Publishing Co., Limited

Corner Queen and Gwynne Avenue

TORONTO

TEL. PARKDALE 4171 — Jas. Acton, President

MONTREAL; 13 Coristine Bldg. — J. J. Gallagher, Managing Director

THE VICE OF BEING TOO VIRTUOUS

By Elbert Hubbard—This extract will have added interest in view of the appalling "Lusitania" disaster in which Fra Elbertus lost his life. The advertising fraternity will mourn the loss of one of its best known members.

THE Ad-Clubs of America have done and are doing a splendid work. They have educated a great number of men to think, speak, write and achieve. The getting together of people interested in like themes is always beneficial. The Ad-Clubs have taught us to pool our knowledge and then to take away all we can absorb. However, in various cities in America the very success of Ad-Clubs has bred a desire on the part of some of their members to birch the business public, seemingly forgetting that no one is so wholly right that he can afford to say that another is wholly wrong.

All these self-hypnotized reformers would do well to do the Narcissus act and look at themselves in a mirror. No one needs reformation quite as much as a reformer. Advertise as you wish, but do not get dogmatic and apply the litmus test to your neighbor! Your prosecutions may develop into persecutions, and the guillotine you invent will be demonstrated with you on the shute. The cold, frigid air of virtue may be an ad—just an ad.

Life is what you think it is. To denature existence isn't exactly desirable. Live on a pedestal, as did Simon Stylites, and you'll be virtuous, all right. No germs will get you. But, come to think of it, if we sterilize life there will be no life left. Who are these puritanic publicists, fresh from high school, who want to institute the sophomore censorship? Back to the frat! A little bull is preferable to your wrist-watch purity.

These Ad Clubs that pass pure food laws and issue solemn warnings about "bargain days," "fire sales" and "bankrupt stock" should save their money and read the autobiography of P. T. Barnum, a man who never humbugged anybody, but who told the public that it liked to be told that it liked to be humbugged. Barnum gave everybody full value and threw in a laugh as a premium. Ad men who come forward to protect the public fail to realize that the public is an Amazon that can take pretty good care of herself. If Geraldine leaves a little of her complexion on Bill's shoulder no court of equity would entertain a complaint. What's more, Bill makes no kick, but rejoices when he sees the beauty mark next day.

Do not try to be better than nature, who garlands and garnishes her purposes. "Gangway! Gangway!" is a pretty good slogan. "Make room—make room for individuality!"

The Ad-Club that resolutes against "remnant sales" would do well to invest in sheep-dip on its own account. Why deprive the good housewife of a little bargain-day joy? Do you not know that

Use Both Papers

	Per line in Daily	Per line in Sunday
500 lines and over	10 cents	12 cents
1,000 lines and over	9 "	11 "
2,000 lines and over	8½ "	10 "
3,000 lines and over	8 "	9½ "
5,000 lines and over	7 "	9 "

Five thousand lines in The Toronto Daily World costs seven cents a line; the same amount of space in The Toronto Sunday World, nine cents a line. The advertiser can make a combination contract, however, using the same copy in each paper and get his Sunday World advertising at the Daily World rate of seven cents per line.

On the combination contract the advertiser gets a combined total circulation of more than 160,000, more than 120,000 of which is in Toronto and nearby points, more than 11,000 in Hamilton, the second largest city in the wealthy Province of Ontario, and the balance almost entirely in Ontario within sixty or seventy miles of Toronto.

The Daily and Sunday World are two separate and distinctly different papers going to an entirely different lot of subscribers. The territory they cover is the most wealthy and progressive in the Dominion so that the advertiser using this combination gets both quantity and quality in circulation.

When you make your next appropriation talk this over with your favorite agency and decide upon a trial contract of 5,000 lines. In the meantime, if you desire additional particulars, write or telephone—

The World Newspaper Co., Limited

40 West Richmond St., Toronto

when autumn comes, with withered leaves, the promises of spring are never wholly fulfilled? But Pippa Passes has had her joyous day. The mocking-bird's song is delightful, the perfumes of the flowers please, the moonshine leads us on to say foolish things, the rainbow is lovely even if it is unreal and that pot of gold at its base a myth.

Has orthodox medicine really cured more people than proprietary remedies? Go ask the shades in any cemetery. Do the courts supply the people justice? Do lawyers tell the truth, the whole truth and nothing but the truth, and are judges like Ivory Soap and Caesar's wife? All good ad men know that the science of advertising is no science at all. It isn't a science any more than is education, love, theology, medicine or eugenics. Let each ad man look well to his own business. Let him not seek to boost his own game by setting himself up as a little section of the Day of Judgment. Every advertiser is being tried by a jury of his peers—and that jury is the public to whom he appeals.

RECENT ADS—GOOD AND OTHERWISE

By The Captious Critic

To say the least of it the "Queen's Head" ad reproduced is

WHY?
Why are other brands called "EQUAL TO" or "THE SAME AS"
"QUEEN'S HEAD"
Because "QUEEN'S HEAD" is the acknowledged standard to judge by
CANADA
WHY?
Why give your clients a so-called "equal to" "QUEEN'S HEAD," (which it is not), when you can secure the genuine by insisting on it.
JOHN LYSAGHT, Limited Makers Bristol, Newport & Montreal
A. C. LESLIE & CO., LIMITED Montreal Managers Canadian Branch

but meagrely informative, for the advertisers are so evidently satisfied with the universal popularity of this article, that they do not think it necessary to make the slightest reference to what the goods are that are advertised.

If they are so well known as all that, *why* even buy a quarter page space in a good trade paper?

On the same page from which this ad is clipped appear advertisements of rubber tiling and reinforced concrete, and these might just as well have been "Queen's Head" brand.

Even granted that this ad appeared in a technical paper, and that the name "Lysaght" at the foot would immediately conjure up visions of corrugated galvanized iron sheets, there is no excuse for the carelessness or indifference shown in the preparation of this copy.

The omission noticed is a very serious one—the ad as it stands is practically valueless.

* * *

Seldom has such a glaring instance of inappropriate copy come under

You Need Lydiatt's Book

"WHAT'S WHAT in Canadian Advertising"

1915 Edition Just Out — Price $2.00 a copy

Advertising in Canada without such complete information as is contained in "WHAT'S WHAT in Canadian Advertising" is like trying to travel without a time-table.

It can be done—and its uncertainty may prove exciting—but the inconvenience is too exasperating for people who have no time or money to waste.

"WHAT'S WHAT" has been compiled with the object of taking the **uncertainty** out of advertising in Canada—to enable you to do just the right amount of advertising, in the right media, in the right place, at the right time, and at the right cost. It provides a ready answer to every question you can ask about advertising in Canada.

The Only Book of its kind in the World

—published absolutely independent of any publication or advertising agency—solely in the interests of advertisers. Last year's edition was

Used by 1000 Advertisers

and agencies. The 1915 edition is just out with new rates, circulation figures, etc., of every worth-while publication in Canada—and over 200 additional pages of statistics and data of greatest value to careful advertisers. 334 pages, leather bound, pocket-size, price $2.00. Sent postpaid on receipt of the price by

W. A. LYDIATT

PUBLISHER

53 Yonge St., Toronto, Can.

Descriptive circular and specimen pages sent free on request.

Statistics That Solve Selling Problems

Before planning any advertising it is advisable to determine when, where, and to whom and to what extent your goods can be profitably advertised and sold. Here is the data you need:

Census Data
Comparative figures showing population each province, urban and rural, races, occupations, ages, literacy, earning power, etc., of people, number dwellings, births, marriages, religions, etc., average earnings and wealth production per family, etc.

Agricultural Data
Comparative figures showing size, character, production, and number farms each province, purchasing power, etc.

Industrial Data
An analysis of Canada's manufactures, by provinces, cities, towns and industries—number workers employed, wages paid, value products, etc.

Trade Statistics
Canada's imports and exports (latest figures), detailed by classes of goods and by countries, customs revenue, bank clearings, building activity, fire losses, number of telephones, post offices, automobiles, retail stores, etc.

Commercial Description
of each province and principal cities and towns, their industries, products, resources, and people, with latest population figures and other valuable data. Also maps of each province, and postal, customs, copyright, trade mark and patent regulations.

Invaluable Data For Those Who Advertise

Not merely a list of publications, but the complete information which the buyer of advertising **needs** — carefully revised up-to-date and conveniently arranged for ready reference.

Advertising Rates, also latest circulation figures, number, size of pages, date forms close, etc., of all daily newspapers, magazines, farm, trade, religious and other class publications in Canada.

Window Displays—Valuable data gathered from the experience of hundreds of advertisers in securing window displays, similar data about sampling.

Complete Data About—Outdoor advertising, street car advertising, moving picture slides, etc., with cost.

How To Buy Engravings—Description of various kinds, uses, copy required, how to order them, cost, specimen half-tone screens and Ben Day tints, cost and uses of electrotypes, etc

Printing Data—Description of various qualities of paper with tables of sizes, handy tables for estimating number words in given space, charges for printing, use of color, description of type faces, how to select good display, specimen display types, proof-readers' marks, and other data frequently required by every wide awake advertising man.

Many other features make "WHAT'S WHAT" a book of great and constant value to every wide-awake advertising man who wants to be thoroughly "onto his job."

the Captious Critic's notice as that of the Budweiser ad from a recent illustrated section of a leading weekly.

Is it not far overstepping the limit to inform Canadians that without immortal Washington our national independence would have

been impossible? Is it not refreshing to be reminded that our present national law forever guarantees religious, commercial and personal liberty?

Especially at the present time, when the call of the Mother Land has found a response throughout the length and breadth of Canada, it is in the worst of taste to allow such an advertisement to appear in the Canadian press.

I will be charitable, however, and surmise that there has been an error in the instructions given, for surely a big advertiser like Anheuser-Busch would never countenance the spending of good dollars for such a colossal piece of foolishness.

* * *

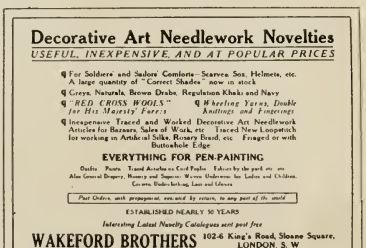
Wakeford Brothers ad is reproduced because it is an example of how *not* to set an ad. There is good matter and information in the advertisement,—too much, if anything, for the space occupied,—

DECORATIVE ART NEEDLEWORK NOVELTIES.
Useful, Inexpensive, and at Popular Prices.
Post Orders, with prepayment, executed by return, to any part of the world.
"RED CROSS WOOLS" for His Majesty's Forces.
WHEELING YARNS, DOUBLE KNITTINGS & FINGERINGS
For Soldiers' and Sailors' Comforts—Scarves, Sox, Helmets, etc.
A large quantity of "Correct Shades" now in stock.
GREYS, NATURALS, BROWN DRABS, REGULATION KHAKI, AND NAVY.
INEXPENSIVE TRACED AND WORKED DECORATIVE ART NEEDLEWORK ARTICLES FOR BAZAARS, SALES OF WORK, etc.
Traced New Loopstitch for Working in Artificial Silks, Rosary Braid, etc.
Fringed or with Buttonhole Edge.
EVERYTHING FOR PEN-PAINTING.
Outfits Paints. Traced Articles on Cord Poplin Fabrics by the yard, etc., etc.
Also GENERAL DRAPERY, HOSIERY and SUPERIOR WOVEN UNDERWEAR for LADIES and CHILDREN.
CORSETS, UNDERCLOTHING, LACE and GLOVES.
Established nearly 50 years.
Interesting Latest Novelty Catalogues sent post free.
WAKEFORD BROTHERS, 102-6, King's Rd., Sloane Square, LONDON, S.W.

but it is the typographic display which makes me select it as a horrible example of the typesetter's "art."

Nearly every recognized rule for ensuring intelligent and attractive display is violated—the absence of margin around type matter—too much display—too free use of caps—too many type faces—too wide variety of articles featured in the one ad—in fact to find a parallel to this exceptional piece of copy, one would have to rummage the papers of 25 years ago or more.

I don't wish to convey the idea

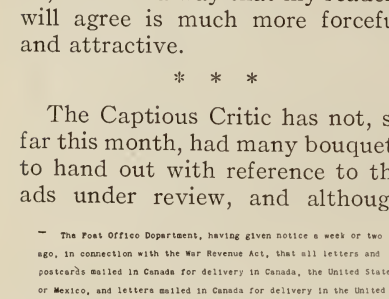

Decorative Art Needlework Novelties
USEFUL, INEXPENSIVE, AND AT POPULAR PRICES
¶ For Soldiers' and Sailors' Comforts—Scarves, Sox, Helmets, etc. A large quantity of "Correct Shades" now in stock
¶ Greys, Naturals, Brown Drabs, Regulation Khaki and Navy
¶ "RED CROSS WOOLS." For His Majesty's Forces
¶ Wheeling Yarns, Double Knittings and Fingerings
¶ Inexpensive Traced and Worked Decorative Art Needlework Articles for Bazaars, Sales of Work, etc. Traced New Loopstitch for working in Artificial Silks, Rosary Braid, etc. Fringed or with Buttonhole Edge
EVERYTHING FOR PEN-PAINTING
Outfits Paints Traced Articles on Cord Poplin Fabrics by the yard, etc., etc.
Also General Drapery, Hosiery and Superior Woven Underwear for Ladies and Children.
Corsets, Underclothing, Lace and Gloves.
Post Orders, with prepayment, executed by return, to any part of the world
ESTABLISHED NEARLY 50 YEARS
Interesting Latest Novelty Catalogues sent post free
WAKEFORD BROTHERS 102-6 King's Road, Sloane Square, LONDON, S. W

that this is typical of present day English advertising copy, for very much that is printed to-day over

the water is the equal of or superior to much of current Canadian advertising, but it just serves to show that there are firms on the other side also, who are still dead to the possibilities of effective display. In an effort to make a constructive criticism on this piece of copy, I venture to reproduce the same ad, re-set in a way that my readers will agree is much more forceful and attractive.

* * *

The Captious Critic has not, so far this month, had many bouquets to hand out with reference to the ads under review, and although



— The Post Office Department, having given notice a week or two ago, in connection with the War Revenue Act, that all letters and postcards mailed in Canada for delivery in Canada, the United States or Mexico, and letters mailed in Canada for delivery in the United Kingdom and British possessions generally, or wherever the two cent rate applied, should in addition to ordinary postage carry a one cent stamp as a War tax, and also having notified the public that such war tax, while it should be paid preferably by the postage stamp marked "War Tax", could, if such stamp were not available, be paid by an ordinary one cent postage stamp, is now issuing further notice to the effect that postage stamps may be used for the prepayment of war duties on bank cheques, bills of exchange, promissory notes, express money orders proprietary or patent medicines perfumery, wines or champagne, as well as upon letters and postcards postal notes and post office money orders, the intention being to provide facilities in those portions of the country where excise stamps are not readily available. This in view of the fact that postage stamps may be obtained at all points over the whole country, in many places where there is no Collector of Inland Revenue and no Inland Revenue stamps could be obtained, is a distinct convenience to the public and no doubt will be largely taken advantage of

the reproduced clipping from the Post-office Department at Ottawa is not an advertisement in the strict sense of the word, it is worthy of attention.

It emphasizes in the strongest way possible a point we have been hammering home consistently—the need for simplicity of language, and curtailment of involved sentences—and it should have been easy to have conveyed the Departmental ruling in far fewer words.

Would not the same result have been obtained, if, instead of repeating all the provisions of the first circulars, reference alone had been made to this former communication?

After all, the only information conveyed is that when a war tax stamp is not available an ordinary postage stamp may be used in its place.

Eighteen lines of close typewriting without a break other than a comma is "some" sentence.

It might be useful as an advanced study for a High School class in English analysis, but it is far from being the lucid business letter it should be.

* * *

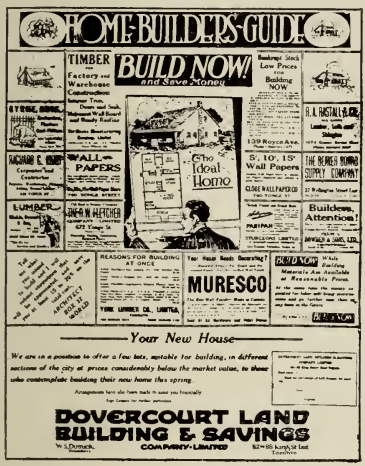
I have frequently had occasion to comment favorably on the Dovercourt Land Publicity, and in the advertisement herewith a distinct novelty is produced in co-operative advertising.

As will be noticed, the message of the land company is contained in a short announcement of a few building lots for sale at favorable prices in different sections of the city, and apart from cuts of four styles of houses and an "ideal home" with ground floor plan, the balance of the space is occupied with the announcements of tradesmen and others whose goods are used in modern house construction.

* * *

Thus the carpenter, lumberman, architect, paint and wall paper dealer and others each come under

the notice of the man likely to be influenced in erecting his own



dwelling, and publicity of the most valuable kind is thereby obtained.

The idea is an entirely worthy one and reflects the greatest credit on this progressive firm.

* * *

The "Lantic Sugar" people have been using generous space recently in the dailies with a series of ads of which the one reproduced was the first.

The features of the new plant —"the most up-to-date" in the world,—the new and improved methods of refining, the sanitary conditions and care and skill employed are well brought out and the fact that no hand touches the product from the time that the raw sugar reaches the factory till it is opened by the consumer, should carry weight with the discerning housewife.

The cut of the plant certainly gives the idea of size and stability, and these people are to be com-

The Home of Lantic Sugars
The most up-to-date refinery in the world
This new Refinery gives to Canada the most up-to-date Sugar Refinery on the Continent
After a year and a half's work, we have completed and are now operating the most sanitary, up-to-date sugar refinery ever constructed. Every new and improved method of refining has been installed. No expense has been spared to make the sanitary conditions perfect.
Every step in the process of manufacture is one of care and patience for quality.
The result is that no hand touches the product from the time the raw sugar reaches the refinery until the perfectly refined sugar enters the home in the Original Packages.
Only cane sugar used in the refinery — no beets — no substitutes.
Tell your grocer to send you Lantic Sugar in original packages. This will ensure the purity and cleanliness of the sugar used in your home. Look for the Red Ball on every package.
Lantic Sugar
Atlantic Sugar Refineries Limited
MONTREAL, QUE. ST. JOHN, N. B.

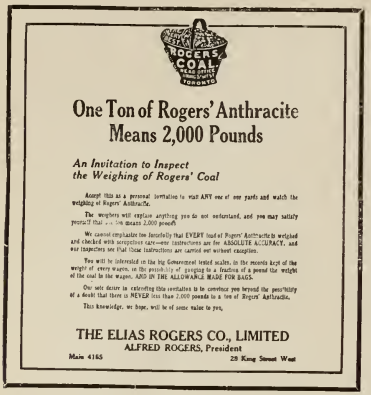
mended on the daring use of such extensive publicity for a mere staple article of food.

* * *

A short time ago I had occasion to comment favorably on a coal dealer's advertisement culled from a States paper, and felt compelled at the time to draw attention to the somewhat weak and stereotyped announcements of Canadian dealers.

So that it is refreshing to be able to pass favorable comment on the Rogers ad herewith.

This advertisement has been appearing in very generous space in a number of dailies, and the point brought out that one ton



One Ton of Rogers' Anthracite
Means 2,000 Pounds

An Invitation to Inspect the Weighing of Rogers' Coal

Accept this as a personal invitation to visit ANY one of our yards and watch the weighing of Rogers' Anthracite.

The weighers will explain anything you do not understand, and you may satisfy yourself that ... ton means 2,000 pounds.

We cannot emphasize too forcibly that EVERY load of Rogers' Anthracite is weighed and checked with scrupulous care—our instructions are for ABSOLUTE ACCURACY, and our inspectors see that those instructions are carried out without exception.

You will be interested in the big Government tested scales, in the accurate keys of the weight of every wagon, in the possibility of purging to a fraction of a pound the weight of the coal in the wagon, AND IN THE ALLOWANCE MADE FOR BAGS.

Our sole desire in extending this invitation is to convince you beyond the possibility of a doubt that there is NEVER less than 2,000 pounds in a ton of Rogers' Anthracite.

This knowledge, we hope, will be of some value to you.

THE ELIAS ROGERS CO., LIMITED
ALFRED ROGERS, President
Main 4165 20 King Street West

of Rogers' Anthracite means 2,000 pounds" is an excellent one.

Here's a feature that will appeal most forcibly to the householder, for what facilities has he got for ascertaining whether he is obtaining full weight or no?

The invitation to visit the yards and inspect the weighing facilities, even if not acted upon, will convey the impression that he is getting the "square deal," and this is coupled with the assurance that due allowance is made for the weight of the bags.

This is a clever piece of advertising, and should easily earn its cost in increased sales.

PUTTING "ATMOSPHERE" INTO ADVERTISING

By Kenneth S. Fenwick

WHAT is it that makes you look twice at some one particular advertisement as you thumb over the pages of a magazine? What makes you stop reading your newspaper to glance at the advertisement on the opposite page? There is nothing startling about either of them, and yet both possess a certain indefinable attraction that invites attention—and gets it.

An advertisement, to be successful, must be read. It is not sufficient that it attract attention—any sort of a splurge in heavy black and white will do that—it must go further, and make a *favorable* impression, putting the observer into a receptive mood, and gently insinuating itself into his or her good graces.

A heavy splash of black ink, decorated with a dozen different styles of white lettering, always gives me an impression of having received a slap in the face—makes me want to turn the other cheek, or retaliate with a smash on the jaw.

Such an impression does not tend to create a friendly feeling towards the advertiser, or a favorable impression of his product. Rather does it arouse antipathy, and drive away possible buyers.

The difference may be explained in one word—*atmosphere.*

Atmosphere is something you can intuitively recognize—you can neither see, nor feel, nor describe it. And yet, without it, you can instantly see that there is something missing.

Advertising, without atmosphere, is lifeless—dull—uninteresting.

But how, then, is this elusive quality—this indefinable "some-

thing"—to be caught and utilized in the preparation of your copy?

By the intelligent use of imagination, good taste and originality.

Take, for example, such a product as ladies' high-grade gloves. Here we must consider the class of people to whom these gloves should appeal. We must consider the life and surroundings of our prospective purchasers, selecting an average type of the woman of fashion and mentally enumerating the various occasions on which she would wear gloves.

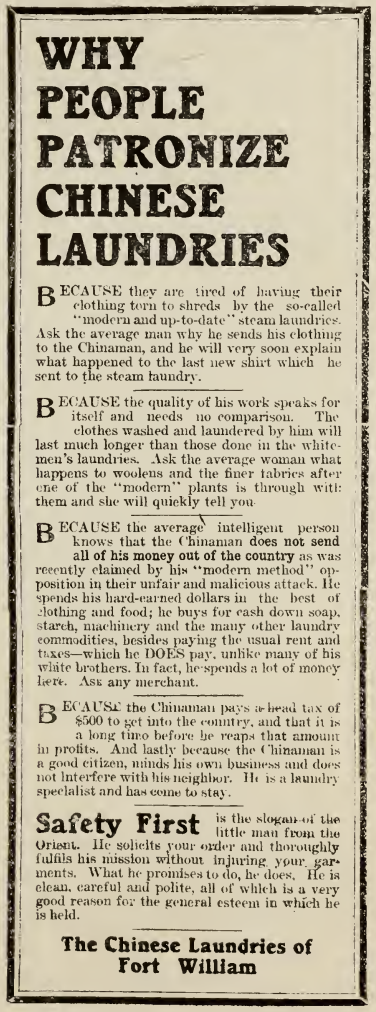
This gives us material for a number of illustrations showing our "dream lady" at the ball—in her box at the opera—on the street, alighting from her motor—at the counter, buying gloves.

These mental images may then be transferred to the mind of a clever artist, who will work them up into attractive illustrations, with appropriate borders to match.

Now, having obtained the proper setting for our word picture, the next step is the preparation of copy to fill the space in a type of sufficient size to make easy and pleasant reading. The text must be appropriate to the illustration, interesting to the class of readers it is desired to reach and influence, and the impression of "quality" must permeate every line and phrase.

Then comes the selection of type faces, for the ordinary Roman type used in the reading columns of the newspapers is devoid of "atmosphere."

The most favored type faces for advertisements of this nature are Cheltenham light face for the body matter, with Cheltenham bold for display—Della Robbia for the body, with Jensen or Florentine Bold for display—or Caslon



WHY PEOPLE PATRONIZE CHINESE LAUNDRIES

BECAUSE they are tired of having their clothing torn to shreds by the so-called "modern and up-to-date" steam laundries. Ask the average man why he sends his clothing to the Chinaman, and he will very soon explain what happened to the last new shirt which he sent to the steam laundry.

BECAUSE the quality of his work speaks for itself and needs no comparison. The clothes washed and laundered by him will last much longer than those done in the whitemen's laundries. Ask the average woman what happens to woolens and the finer fabrics after one of the "modern" plants is through with them and she will quickly tell you.

BECAUSE the average intelligent person knows that the Chinaman **does not send all of his money out of the country** as was recently claimed by his "modern method" opposition in their unfair and malicious attack. He spends his hard-earned dollars in the best of clothing and food; he buys for cash down soap, starch, machinery and the many other laundry commodities, besides paying the usual rent and taxes—which he DOES pay, unlike many of his white brothers. In fact, he spends a lot of money here. Ask any merchant.

BECAUSE the Chinaman pays a head tax of $500 to get into the country, and that it is a long time before he reaps that amount in profits. And lastly because the Chinaman is a good citizen, minds his own business and does not interfere with his neighbor. He is a laundry specialist and has come to stay.

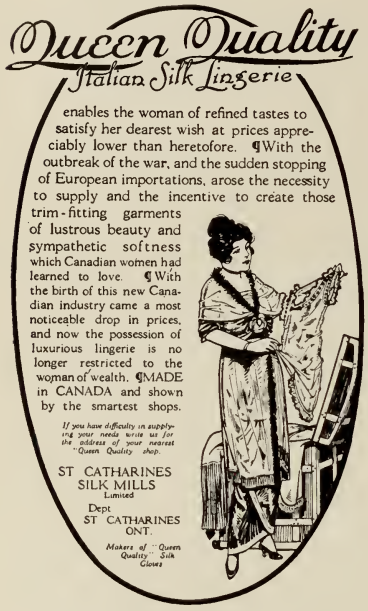
Safety First is the slogan of the little man from the Orient. He solicits your order and thoroughly fulfils his mission without injuring your garments. What he promises to do, he does. He is clean, careful and polite, all of which is a very good reason for the general esteem in which he is held.

The Chinese Laundries of Fort William

The Chinaman's reply from Fort William

for the body with Plymouth for display.

There are many other distinctive type faces besides these, such as Florentine in combination with Abbot Old Style or Pabst in combination with Post, but any of the three first mentioned may be successfully


Queen Quality
Italian Silk Lingerie
enables the woman of refined tastes to satisfy her dearest wish at prices appreciably lower than heretofore. ¶With the outbreak of the war, and the sudden stopping of European importations, arose the necessity to supply and the incentive to create those trim-fitting garments of lustrous beauty and sympathetic softness which Canadian women had learned to love. ¶With the birth of this new Canadian industry came a most noticeable drop in prices, and now the possession of luxurious lingerie is no longer restricted to the woman of wealth. ¶MADE in CANADA and shown by the smartest shops.
If you have difficulty in supplying your needs write us for the address of your nearest "Queen Quality" shop.
ST CATHARINES SILK MILLS Limited
Dept
ST CATHARINES ONT.
Makers of "Queen Quality" Silk Gloves

Chic appearance and dainty ensemble

used to give distinction to the advertisement.

In preparing a series, it is advisable to stick to one face of type throughout, for the body, and one face for the display, confining yourself to two type faces, or three at most.

This will give an air of sameness to all the advertisements in the series, each successive advertisement instantly recalling its predecessor to mind, and variety may be obtained in the art work, border, size and form of each advertisement.

The type should be set with plenty of white space around it, leaving an indention on each side, between type and border, of at least one pica. In the case of a large advertisement, occupying three columns or more, in width, an indention of from three to six picas in width might be used to advantage.

Good taste is a prime essential in putting "atmosphere" into advertising. This is expressed in the art work and typography, which should also bear the stamp of originality.

Imitators have no business to be engaged in the profession of advertising. Any one can copy the ideas of an original thinker, but the work of the latter, like the production of an old master, always has intrinsic merit, while the crude efforts of the "copyists" are rarely worth their price.

The part that originality plays in the production of successful advertising copy and layouts can not be overrated.

It is easy to "swipe" or "adapt" —it is difficult to originate. Hence the scarcity of really attractive copy—copy possessing that elusive "something" which we call "atmosphere."

The Wanamaker store created what is now universally known as the "Wanamaker style" of advertising. This style of copy and layout has been adopted by scores of retailers in the States and in

Canada, but there is a vast difference between the original and the imitation.

Rogers, Peet & Co., New York, created an individual style of advertising which has never yet been successfully imitated, although it has been copied by dozens of men's wear stores.

Prince Albert Tobacco advertising stands alone as an example of "atmospheric" copy appealing to the sporting class.

Coca Cola advertising is strong in atmosphere.

Tiffany's advertising, in which no illustrations are ever used, is also charged with atmosphere.

The advertising of the Packard Motor Car is, perhaps, the most familiar example of atmosphere in copy, probably because the author of this particular advertising is widely advertised as an expert on "atmosphere."

To put atmosphere into your advertising it is not always necessary to use illustrations. Much of the Packard copy and all of the Tiffany copy consists of merely type and border.

The selection of an appropriate type face is quite as important as the preparation of attractive illustrations, although the use of illustrations makes it easier to secure the desired effect.

In a recent advertisement of The Aeolian Company, more than one-third of the space was devoted to the illustration of a Doric column, at the base of which was an incense burner. The smoke from the incense burner was winding about the column as it rose. In the lower right hand corner was a small cut of the Vocalion, the instrument this particular advertisement was intended to sell. The remainder of the space was filled with reading matter, and the advertisement was devoid of any sort of border. The space occupied by the mythological illustration cost the advertiser $50.00 in the publication from which the advertisement was taken, while the space occupied by the cut of the instrument cost less than $5.00. The object was, of course, to print an emotional picture to advertise a product which appeals to the emotional side of the prospect's nature. Music is a difficult product to illustrate at best, and this treatment was, at least, ingenious.

There are as many degrees of "atmosphere" as there are different sorts of commodities. What would suffice for one product would be out of place if used for another.

A sense of proportion, and the possession of tact, are prime essentials in the production of "atmospheric" advertising.

* * *

Tackle the work just in front of you. Strive in an honest way to do the best you can, and if, having done your best, there seems to appear the hand of some overruling Power which hammers you, take it like a good piece of steel and come right off the anvil with a better temper and a keener edge.—*C. W. Post.*

A NOTABLE SERIES

THIS client started with us last December, using Magazines and Farm Papers only. The first advertisement of the series appeared on January 7th of this year, and the following extracts from Hourd & Co.'s letters to us are proof sufficient of the success of this campaign:—

Jan. 12th—"We have had some very good enquiries."

BUSINESS DOUBLED

Jan. 30th — "For January we doubled the sales as compared with January, 1914."

Feb. 22nd—"Dealers are beginning to take hold very nicely."

March 23rd—"Business for the week resulted in a total of 1042 tables."

April 5th—"It is indeed gratifying to have business coming along the way it is."

Such a campaign is not expensive. For as little as

$2,000.00

YOU can use the same list of Magazines and Farm Papers for 12 months, running 10-in. copy over a month.

Are you aware of the fact that the Magazine situation in Canada has changed completely within the past year? May we submit a plan?

NORRIS-PATTERSON SERVICE is conscientious, expert and thorough. No charge for plans or suggestions. Write or phone Adel. 2231 for interview in your office or in ours.

Norris-Patterson Limited Advertising Agency **Mail Bldg., Toronto**

BUSINESS OPPORTUNITIES

By Sidney Allnutt, Editor, "The Advertising World," London, England.—This entertaining article has reference primarily to English conditions, but it will apply, with equal force to Canadian businesses.—Editor.

THERE is a certain type of mind which takes an unholy pleasure in anticipations of disaster, and the individuals unhappy enough to be afflicted with it are given to publishing their jeremiads abroad on every possible occasion. The noise they make is out of all proportion to their numbers and importance; but it impresses the timid and doubtful. Such prophets of evil are always a nuisance; in such times as these they are a danger as well, and should be resolutely suppressed. In August they did their best, fortunately with small success, to stampede British business men into a panic, and since they have been seizing every opportunity to damp the spirits and dash the hopes of their more cheerful contemporaries. Listening to them, the uninformed might imagine the present condition of the business world to be one of unrelieved gloom, and the future to be big with dreadful promise.

We cannot afford to carry such Jonahs aboard the national ship in existing circumstances.

It is not in the least that we are disinclined to face unpleasant facts, or need to use the rose colored spectacles of unreflecting optimism; but we refuse to have our vision wilfully and unnecessarily darkened.

OUR GREATEST ASSET

The greatest asset possessed by Great Britain and her Allies to-day is a public perfectly confident that the result of the war will be complete victory for them. That this confidence is accompanied by full recognition of the magnitude of the task to be accomplished vastly increases its value.

On every citizen the duty lies to do all that is in his power to maintain this spirit of confidence that means so much, and more particularly does it attach to all those who occupy a specially prominent position. Of these, well known advertisers are among the most important. Any lack of confidence shown by them in extensive curtailment of their advertising operations is bound to be noticed by the public at large, and to communicate itself far and wide.

Advertising is the visible flying of the commercial flag, which just now must be kept displayed where everybody can see it, for reasons that go far beyond any of the ordinary necessities of trade.

It would be the duty of advertisers to "carry on," at any possible sacrifice, if the necessity arose. Fortunately, most of them can do so to their own advantage, as well as that of the public, as things stand at present in the commercial world.

The fears of those who seemed to imagine that the world had come to an end last August very soon showed themselves to be unfounded. In spite of the outbreak of the greatest war that history records, the world goes on with an astonishing approximation to its usual manner. And every one of its activities means business for the advertiser. Even the war itself furnishes him with peculiar opportunities of its own to make up for those which it has destroyed.

PRESENT-DAY PURCHASING POWER

War time has not involved widespread unemployment and consequent financial disability of the great mass of the purchasing public. On the contrary, the effect of creating huge armies of fighting men and the necessity of providing for their needs has been to reduce unemployment almost to the vanishing point. And if some workers are being put upon half-time or half pay owing to war time conditions, others, especially those engaged in the manufacture of military supplies, are earning much more than a normal income. The purchasing power of the bulk of the population per capita at the present time can stand at but little less than the usual figure. All ordinary, personal, and domestic necessities and minor luxuries are in full demand. Such retrenchments as are being carried out affect the more expensive luxuries. Apart from these most households and individuals have not varied to any great extent their customary mode of living.

There is an enormous demand for all sorts of articles useful to the hundreds of thousands of men in training or already at the front for hospital equipment, and a hundred other special war-time requirements. Only a small number of the great body of advertisers cannot in some degree take advantage of this newly created opening for business, and thereby make up, if no more, for any falling off in trade of a more everyday character that may have been experienced. There is in every grade of society the will to spend freely if thereby anything can be done to add to the comfort of the man in the fighting line, and for the reasons that have been indicated the means are not lacking.

A PROFITABLE POLICY

It may be stated without reservation that except where highly priced luxuries are in question, there is no discernible reason why the advertiser should not to-day obtain almost, if not quite, as satisfactory a response to his announcements as ever before; more especially as many of the most important newspapers are offering him hugely—increased circulations at the old scale rates.

It is significant that without exception the firms which refused to be frightened and which have advertised steadily all through the critical months of the war declare they have directly profited by the policy they have pursued, and that one after another of the firms which at first either discontinued or heavily reduced their advertising have found it advisable to return to something approaching their

peace time activity in the publicity department.

I have had occasion to discuss this matter with a large number of advertisers during the past few months, and have been assured on all hands, by manufacturers and retailers alike, that it has, as a matter of solid fact, paid them well to continue advertising as nearly as possible on the same scale as before the war. Such losses as have been incurred, except in the cases of vendors of luxurious superfluities, have been the result of stoppage or restriction of supplies far more than of any noticeable diminution in the volume and value of demand.

Apart from patriotism and immediate profit, there is another very cogent reason why the advertiser should continue his operations. Even if it were impossible for him to do much business during war time, he has to preserve the good will he has built up by advertising for the peace time that is coming. He can only keep his place in the public regard by constantly reminding all and sundry that he is "still doing business at the old stand." The cost of rebuilding a lapsed goodwill when peace is declared is likely to be much more heavy than that of maintaining it in sound condition all through the war.

To suppose that it will be easy to take again "later on" a vacated place in the market is for the advertiser to make a fatal mistake. If the place in question is at all desirable, there will be no lack of energetic claimants to it. Over and over again advertisers have suffered irreparable damage by indulging in temporary economies in their expenditure upon publicity, either in the belief that they were already too firmly established to be adversely affected or for other reasons.

NEED FOR ACTIVITY

For one advertiser to ease up on his activities in the domain of publicity is for a rival to put forth redoubled efforts. And it is remarkably easy to erase any impression from the public mind, however deep it may seem to be. The advertiser who trusts to the tenacity of the public memory is relying upon the weakest of all supports.

If an aggressive "selling" campaign is out of the question, for the time being, the advertiser will find at least that he must continue "reminder" publicity, or retire into an obscurity from which it will be difficult to emerge.

Of the outlook for "after the war" advertising there is no necessity to say much as yet. We shall cross that stream when we come to it.

It may be remarked, however, that if trading conditions are for some time difficult—and there is little doubt that such will be the case—advertisers will not be able for that reason to relax their efforts, but will contrariwise, be compelled to increased activity. Going uphill or over a rough road one must have more, not less, motive power. And systematic and consistent advertising is the power that keeps modern business moving.

WHAT'S DOING AT THE AD. CLUBS

CALGARY

DR. M. C. Costello, a member of the executive committee of the thriving ad club in this City, has recently been appointed mayor of the city.

The worthy doctor's activities have been the greatest help to the ad club and the city, and his new duties will not prevent him from continuing to take the greatest interest in the ad club work.

The Calgary club has been of real benefit to the community in many ways, and is now making a special effort under the slogan, "Calgary First."

* * *

No less than eight members of the Ad Club at this point are at present at the front on active service. May the best of luck be theirs!

* * *

TORONTO

H. C. Hocken, editor of the *Orange Sentinel* and deputy grand master of the Orange Order for Canada, who occupied the mayoral chair during last convention, gave an address of unusual interest at the weekly luncheon on April 13th.

The members showed their appreciation of the work which Mr. Hocken has always been glad to do on behalf of the club by turning out in goodly numbers.

To the new members who have recently been enrolled to the number of nearly seventy as a result of the whirlwind membership campaign between the "blues" and the "reds," the speaker conveyed a message of welcome and discussed some of the phases of Ad Club work which could be extended and benefitted by the infusion of new blood.

He also gave a short review of the history of the the Ad Club movement, and traced the development of its usefulness from its inception.

All the new members in town stood up at the roll call and were personally introduced to all present.

* * *

On the 21st of April Dr. C. J. Hastings, medical health officer of Toronto, and a man who stands second to none among the fine able men who have the general welfare of the public in their keeping, told what steps have been taken and are being planned to make Toronto a more healthy and better place to live in.

Under the control of the health department are such beneficial measures as the control of the milk supply, efficient garbage disposal, the cleaning up of backyards and vacant lots, the elimination of the fly pest, and the complete isolation of contagious disease cases.

These and other activities were described in a crisp, interesting manner, and the eyes of many of the members, who had little idea what was being done in this respect, were pleasurably opened.

* * *

With the two fold purpose of boosting the city of Toronto and showing the patriotic feelings of

the Ad Club members towards the boys at the front by providing them with a motor ambulance, an advertising circus and street parade was held on the 22nd and 23rd of April.

On each day a monster pageant parade was held through the main streets, both in the afternoon and before the evening performance at the Arena, over thirty well-known local firms contributing wagons and decorated floats.

The evening programme was a diversified one and was carried on simultaneously in three rings. The club is particularly indebted to the large number of Y.M.C.A. members who performed many gymnastic and other stunts, and to Mr. and Mrs. Mosher who with their friends delighted the big audiences with their interpretation of the latest dances. A number of the dances and items by the massed bands also met with favor, and the comedy features including several juggling turns and the antics of a score of clowns, many of whom arrived by the "bug-house jitney" with "Maud" the untameable mule, were amusing and entertaining enough for even the most blase spectator.

Both performances were well patronized and we understand a goodly surplus will be available, when all the accounts are squared.

* * *

On April 27th R. C. Craven, secretary of the Humane Society, in another talk dealing with the varied features in the civic life of a big city, told of some of the amazing things that had been accomplished in the safeguarding of animal life, his address being on animal conditions in Toronto and the work of the Humane Society.

His story was full of interest, and dealt with the very real problems which eat into the very social and business life of any community.

THE MAN, THE WOMAN, AND THE ADVERTISER

The differing attitudes of Men and Women towards Advertisements and Advertised Articles, and what allowances should be made for them.

MEN and women regard advertisements and advertised articles from points of view that are widely removed from each other. The advertiser who fails to recognize that this is so must often make mistakes for which he can find no explanation. He will prove to himself that a certain type of advertisement is a sure success when one article is in question, only to find it a complete failure when used in connection with another article, and will very probably not for a moment glimpse the reason for such a perplexing phenomenon—that in the one case he was appealing to a feminine and in the other a masculine constituency, or *vice versa*.

Place aux dames! Let us consider the characteristics of the woman's attitude towards an article that is advertised, and the

manner in which it is introduced to her.

It may be accepted as substantially correct that women are more amenable to persuasion and suggestion than men. The salesman, whether by word of mouth or word of print, can often persuade a woman that she urgently requires an article of which, until the suggestion was made, she never felt the slightest need.

Her frame of mind is receptive to the advertiser's appeal because she is of an experimental habit. Because she has done well in the matter of this purchase or that she is never convinced that she cannot do better. Hence, what the advertiser has to say will be listened to with attention, with a pre-disposition to believe that there may be something in it. If the advertiser's proposition is put forward skilfully and tactfully, he need not fear that his modest request to be given a trial will go unheeded by a fair proportion of his feminine readers.

That women are thus accessible to the advertiser's appeal does not, however, make the smallest difference to the fact that any offer he makes must be in all respects sound.

Most women are keen buyers; in shopping they find something of the joy of the chase quite independently of the particular quarry they may at the time be pursuing. They enjoy bargaining, and would love to chaffer in the artistic Eastern fashion, if such a thing might be in this prosaic land. The advertiser who proposes to win business from them has a watchful and wary band of prospective customers to deal with. His statements will be put to the proof, his claims sifted, his offers carefully weighed with others of a similar nature. He must prepare himself to undergo the most searching of examinations, the severest of scrutinies. And he, his claims and his goods, will thus be put to the test by judges who are sure to be well equipped because their task is a labor of love to them. A woman usually knows, for her practical purposes, almost as much about the goods she purchases as the folk who manufacture and the retailer of them. Any attempt to deceive her will recoil disastrously upon the heads of those who make it.

In addressing prospective customers of the masculine variety the advertiser will find it advisable to act upon the assumption that any experience he may have gained when advertising to women is likely to prove anything but a safe guide. If it is true that "East is East and West is West, and never the twain shall meet," it is true that there is a gulf equally wide between the standpoints from which men and women respectively regard advertisements and advertised goods.

Men, in general, are the reverse of receptive when advertising matter is before them and they are not in the least experimental as purchasers.

The advertiser who wishes to make an impression upon them has to meet and overcome if not

an active, almost invariably a passive opposition. The male reader is sceptical and disposed to subject every statement made in an advertisement to a liberal discount. It is the men among advertisement readers who are always ready to believe and declare that advertising is all a matter of bluff, that advertised articles must necessarily give less value for money than unadvertised, and so on.

Women are usually prepared to accept an advertiser as honest until he proves himself a knave; men will hold him suspect until he has demonstrated his good faith beyond the possibility of doubt.

The lack of the adventurous spirit shown by men in purchasing their requirements is another difficulty with which the advertiser who caters for them has to contend.

A man knows what he wants, or thinks he does, which is the same thing from the advertiser's point of view, and the persuasion or suggestion that will make him change his mind must indeed be a masterpiece of its kind.

At the same time he is not in most cases—drinks and tobacco may be excepted—very particular about the brand of any article he enquires for. If he wants underwear and nothing else, he will buy underwear and nothing else, but he is rarely very particular whether it is of the, say, "Wolsey," "Pesco," "Two Steeples," or an unnamed variety. He is an easy mark for the retailer who practises substitution.

With regard to drinks and tobacco, he is the most desirable sort of customer from the point of view of the manufacturer who may once have secured his support, and the most hopeless from that of any other. Smokers who have once grown into the habit of buying one particular branded mixture will be deaf to the voice of the charmer whose theme is the desirability of another, charm he never so wisely.

Men are, in fact, as conservative, considered as buyers of goods, as women are progressive. That he will submit readily to substitution in the case of all articles other than those before referred to does not render this any the less true, for he will only do so at the hands of his "own" retail tradespeople, to whom, when they are once chosen, he will remain faithful, often in spite of all sorts of discouragement.

If it is allowed that what we have said here is generally in line with existing facts, it will be all the clearer why the majority of advertisers look to women for a profitable return on their expenditure.

And it will be as plain that to advertise in precisely the same way to possible customers of both sexes cannot be the wisest course for the advertiser to pursue.—*Advertising World.*

* * *

Advertising strives to create the unknown by stating the known with pen and pencil.

HONEST ADVERTISING

A SHORT time ago in our February issue we had occasion to draw attention to the remarkable stand taken by the New York Tribune in their anxiety to raise the standard of commercial morality.

It would not have been surprising had their lead been followed by other prominent dailies, but so far none have cared to guarantee money back, not after the customers have shown an actual loss, but merely if he is dissatisfied with this purchase,

The article, reproduced below from "Financial America," has direct bearing on this subject and will be perused with much interest.—Editor.

The amazing thing relative to the New York *Tribune*'s effort to let in the light upon present conditions of local merchandising in print, is that every substantial daily general newspaper in the metropolis has not seized the opportunity to join its progressive contemporary in this meritorious work.

We say it is amazing because in these days when the whole business structure of the country is undergoing what is largely a self-imposed cleansing and readjustment of relations along broader lines of enlightenment, it is reasonable to believe that the interests connected with the leading newspapers of the nation would align themselves with any movement which sincerely attempts to aid in this cleansing and readjustment.

Instead we are treated to the spectacle of several newspapers of supposed high moral dignity attempting to find refuge behind that doctrine of *caveat emptor* which has long since been thrown into the scrap-heap as morally obsolete. Instead we see several newspapers which loudly—and in many ways properly—lay claim to being representative of journalism and newspaper-making at its best, raising that old shout of "insincerity," which is so often the battle cry of a forlorn hope.

But every jot and tittle of logic demands that a newspaper be the censor and guarantor of the advertising which appears in its columns. A newspaper places its reputation behind its news; if a mistake is made in the news presented, a correction or a retraction is usually made. Is there such a sharp distinction drawn between the news columns and the advertising columns that the reputation for accuracy and fairness which is behind the former need not apply to the latter?

From the standpoint of business economics, there is absolutely no place for the misleading advertisement, either for the newspaper or the advertiser.

This is self-evident. It is strange that it even requires argument. The newspapers which insist that the responsibility is with their readers to pick and choose know that they are wrong, know that their position is illogical, but the competitive desire to sell their advertising space, combined with an inexplicable prejudice against any step forward which is not

essentially of their own making, leads them to scorn even what would be for their own good.

Dishonest advertising is wasteful in the long run to all interests involved.

Imagine what a cleansing, what a step forward, what a benefit would accrue to all concerned, if the newspapers in any city agreed with one another to refuse all advertising which to them seemed misleading, and to place their own guarantee behind such advertising as they allowed in their columns. Imagine what benefits would follow if the honest advertisers agreed with one another to place their advertising only with such papers as censored their advertising columns.

If any newspaper cannot live without accepting dishonest advertising then that paper had better die, and the sooner the better.

Newspapers have an important place and mission in the work of educating the public—the business public as well as the political public and the private public. Some of them make use to an amazing degree of the opportunity to act as public mentors, and these, be it noted, are those which usually offend the most in failing to include their advertising columns in their moral jurisdiction. Is it not reasonable to believe that a newspaper's effectiveness in all fields would be greater if its own consistency could not be called into question?

It seems trite to say that this is a day of rapidly rising moral standards, of broader conceptions of responsibility. But such is the characteristic of the day; and the newspaper which fails to keep abreast of this onward movement will soon be found a laggard in business.

We congratulate the *Tribune* for stepping into the van of the forward movement; we give it our hearty wishes for success in its great purpose, and we join in an expression of thanks with the growing number of those who realize that it has placed the general public in its debt.

MEN AND MEDIA

REV. Dr. John Mackay, principal of Westminster Hall, Vancouver, has been made a director of the Sun Publishing Co., but will in no way be connected with the editorial department of the Vancouver *Sun*.

* * *

Heartiest congratulations to our good friend W. S. Dingman, editor and proprietor of the Stratford *Herald*, on his appointment as vice-chairman of the new Provincial License Commission.

* * *

Le Reveil is to be the name of a new French daily morning newspaper to be published in Montreal shortly. The proprietor and editor will be Tancred Marsil, a well known newspaper man, whose intention it is to devote his paper

to federal, provincial and civic affairs. In the latter field particularly does Mr. Marsil expect to be thorough, taking an independent view of everything arising at the City Hall.

The price of the new paper will be one cent.

* * *

W. D. Ryan, till recently with the Regina *Leader*, has been appointed city editor of the St. John *Globe*.

* * *

H. E. Willmot has left the Toronto *Globe* and accepted a position with the Toronto *News*.

* * *

F. Wilson, assistant sporting editor of the Toronto *Globe*, was presented with a handsome library table on the occasion of his recent marriage.

* * *

Remarkable results were recorded at the annual banquet given on April 12th to eighty-eight newsboys of the Toronto *Globe*, and of this number no less than fifty per cent received prizes for efficient delivery and absence of complaints.

Of these twenty-three received first prizes valued at five dollars each, these boys having made not a single error in delivery.

Business manager, Mr. J. F. Mackay, in making the awards, complimented the boys on their excellent showing, and claimed that the success of the *Globe*, and all that it stands for, was due in no small degree to their work.

* * *

R. S. Somerville, who has been on the editorial staff of the *News-Advertiser* (Vancouver) for the past three years is the new managing editor of the Vancouver *World*, and John Nelson, the new owner, is in charge of the business affairs of this paper. No other changes have as yet been made.

* * *

The Advertising Service Company Ltd. of Montreal is opening a Toronto Office in the Nordheimer Building, in charge of Clarence T. Solomon, who joins the organization as Vice.-President.

Mr. Solomon has been for the past eight years Manager of the Gagnier Advertising Service, Toronto.

* * *

At the recent banquet of the A.N.P.A. at the Hotel Waldorf, New York, the 600 guests were agreeably surprised to find a telephone receiver at each plate, and they were able distinctly to hear the speech Mayor Rolph of San Francisco was delivering to them in that city, 3,400 miles away, and to enjoy the musical programme given at that distant point.

This feature of the evening's entertainment was kept a close secret prior to the banquet, and was greatly enjoyed by the assembled guests.

* * *

The Amherst *Guardian*, a new Liberal paper, has made its appearance. C. C. Avard is managing editor and H. F. S. Paisley, editor.

* * *

The first daily newspaper in central British Columbia will be published this month when a

company headed by George Hartford, a Chicago newspaper man, will start publication of the Prince George *Daily Times*. It will be an afternoon paper, independent in politics, have regular wire and illustration services. Mr. T. W. Thompson is the Eastern Representative.

* * *

The Windsor *Record* has just celebrated its twenty-fifth birthday. Congratulations!

* * *

John M. Imrie of Toronto, manager of the Canadian Press Association, is recovering from a severe illness.

* * *

In the advertisement in our last issue of the Toronto Electrotype & Stereotype Co., there was a misspelling of the word "stereotype." We are glad to state that this was a typographical error, and that this ad was not printed from a plate.

* * *

The post office department at Ottawa advise that in cases where the war tax stamps are not readily available, the ordinary postage stamps may be affixed in their place.

* * *

Geo. H. Tyndall has resigned his position as advertising manager of the Moose Jaw *News*, and on the 1st of May succeeded M. J. Hutchinson as advertising manager of the Regina *Leader*.

* * *

Many more Canadian advertising and newspaper men have joined the colors and are now either at the front or are preparing to leave shortly.

No less than four of the Nelson *Daily News* staff have signed up for active service in the persons of L. A. McIntyre, W. A. Curran, A. E. Graham and R. Whitehead, and among others may be mentioned John A. Huzle, London *Free Press;* H. T. Wheatley, Halifax *Herald;* P. Holcroft, St. John *Standard;* L. F. Perkins, Petrolea *Topic;* Leslie Roberts, formerly with the Montreal *Herald and Telegraph;* H. Turner, of the Saskatoon *Daily Star*, and H. Morse, R. E. Mathews and J. U. LaChance, of the *Montreal Mail and News*. The scribes are certainly setting a splendid example in these strenuous times.

* * *

Under the auspices of the advertising Association of Chicago, classes are being held for young men and women desirous of breaking into the advertising field, and a large number are availing themselves of the facilities offered.

This is a phase of Ad Club activity which has much to commend it.

* * *

The career of Joe Martin's paper, the Vancouver *Journal*, was a short and merry one, and we understand it has now suspended publication for financial reasons.

* * *

Mayor Taylor has relinquished control of the Vancouver *World*, and the first issue of his new paper, the *Globe*, is expected shortly.

* * *

John A. Auld, M.P.P., proprietor of the Amherstburg *Echo*, was

quietly married on April 22nd, to Miss Minnie Smith, of Essex, Ont.

* * *

The death is announced at Clinton, Ont., of George Jerrald Potts, M.D.,M.R.C.S., at the advanced age of 80 years.

He was at one time editor of the *Leader*, the organ of the Conservative party in Sandfield Macdonald's time, and saw considerable active service in the Chinese war, and held the rank of surgeon major in the American Civil War.

He is survived by three sons and two daughters.

* * *

The Hamilton *Spectator* has appointed Verree & Conklin, New York and Chicago, as its foreign advertising representatives.

* * *

Irene S. Sims, who for a year was on the copy staff of the T. Eaton Co. Limited, of Winnipeg, is now connected with the retail advertising bureau of Marshall Field & Co., Chicago. Mrs. Sims was formerly with Carson, Pirie, Scott & Co., Chicago, in a similar capacity.

* * *

Edward W. Grange, for many years Parliamentary correspondent in Ottawa for the Toronto *Globe*, has been nominated at Napanee as Liberal candidate for Lennox and Addington in the Federal House. Napanee is Mr. Grange's native town. He was formerly with the Toronto *News* and the *Mail*.

* * *

About $500 damage was caused in the home of the Wallaceburg *Herald-Record* last week by a fire in an adjoining building.

* * *

The Markham *Sun* has been acquired by R. J. Carson, manager and editor of the *Economist* of the same village. The papers will be combined under the head of the *Economist and Sun*.

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WINDSOR

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The Waste Basket Advertiser.

(From Leslie's)

Waste Basket! The merchant who wishes to reach 10,000 waste baskets into which his advertising circulars fall must pay some one for their writing, printing and posting, and as the *New York Herald*—one of the ablest exponents of business principles in the country—says: "The waste basket cannot read circulars and is unable to buy any of the things that they seem to exploit." Our esteemed contemporary is surprised to know that men of supposed commercial acumen spend large sums each year in the futile effort to convert the waste basket of the country into customers, while neglecting the advertising columns of publications that are not thrown into waste baskets.

By putting your circular in the form of an advertisement in THE EVENING TELEGRAM, it will reach, in each issue, 85,000 people *in Toronto alone*—it will cost less—and the news which accompanies it, will keep it from the waste-paper basket.

Make Customers of Toronto people through their paper— THE EVENING TELEGRAM

THE EVENING TELEGRAM

TORONTO - - - CANADA

Safeguarding the *dignity* of a product

THERE are certain articles—in the advertising of which—dignity and restraint are vital to success.

To this class belongs Wincarnis (one of the latest of this Agency's growing list of clients)—a truly famous English tonic; for 30 years prescribed and endorsed by physicians.

This confidence in its merit is reflected in the copy—for the Wincarnis advertisements are forceful and strong in "human appeal," yet surrounded with an atmosphere of quiet restraint. Such is "copy" that safeguards the dignity of the product.

It is this ability to *plan* the right *theme* of the copy—as well as to produce it—that makes J. Walter Thompson service so much appreciated by their numerous clients.

—and the list is still growing.

J. Walter Thompson Co. Limited

Advertising Agents

Lumsden Building, Toronto

Telephone Main 329 and 330

Economic Advertising

A Monthly Magazine for Canadian Advertisers

VOL. 8 JUNE, 1915 No. 6

ELEVENTH ANNUAL CONVENTION

The standard under which this Convention assembles is "Nothing but the truth in Advertising."

This is not a sentimental standard. It is a commercial standard, maintained by the contact of idealists, enthusiasts and hard heads.

It is the only standard under which the annual expenditure of $600,000,000 for advertising can be made to pay. It is the standard under which 2,000 people met last June in Toronto and, before that, in Baltimore, Dallas, Boston.

It is the standard under which every reader of newspapers, magazines, outdoor signs, booklets, novelties—the printed or painted advertising message—has come to believe what he reads.

CHICAGO
June 20th-24th, 1915

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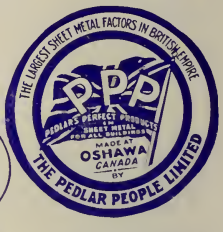
A REAL WINNER
SATISFACTION AND BETTER PROFIT FOLLOW THE SOWING OF
STEELE BRIGGS' "LION" BRAND RED CLOVER
No better Clover Seed at any price
"CANADA'S GREATEST SEED HOUSE"


THE LARGEST SHEET METAL FACTORS IN BRITISH EMPIRE
PPP
PEDLAR'S PERFECT PRODUCTS IN SHEET METAL FOR ALL BUILDINGS
MADE AT OSHAWA CANADA BY
THE PEDLAR PEOPLE LIMITED

ELITE FOLDING TABLE

PEERLESS FOLDING TABLE

LEADERSHIP

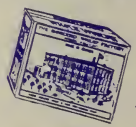
is won and retained only by deserving confidence and holding it, year in and year out. We have the honor to serve many of the largest advertisers in Canada, a few of whose products and trademarks appear on this page. The fact that our clients remain with us, year after year, is the best evidence of Norris-Patterson leadership in the Agency field.

Our service is conscientious, expert and thorough. Every account entrusted to us receives our personal and constant attention. We make no charge for plans or suggestions. Write, or phone Adelaide 2231, for interview in your office or in ours.

NORRIS-PATTERSON, LIMITED

Advertising Agency

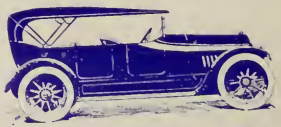
MAIL BUILDING TORONTO



KLEARTONE

Salinelle

ELASTICA



STANDARDIZED

COLE 8

Queen Quality
Silk Gloves

CANADA'S GREAT HOME MAGAZINE

¶ To make this message a bit more personal, and to doubly back up all that is herein written, I use the cut herewith and sign my name below.

¶ You know of the good service and the privilege that is now at your call if you are seeking to sell your product to the cultured, better and more prosperous Canadian people.

¶ One out of every ten of the English-speaking good homes in Canada is now reached every month directly by Everywoman's World. It is now your privilege to place your sales talk before the people in these homes through this great Canadian home magazine.

¶ More than 81,000 of these homes receive Everywoman's World and some woman in each of these buys it gladly on its merits—moreover, pays for the magazine one full year in advance at the regular subscription price.

* * *

¶ We know that your interests as a Canadian manufacturer, or as an advertising man, are closely associated with the development and the building of this national magazine for Canadian women and others in Canadian homes.

¶ So we propose to use this space month by month to give you facts you may desire about Everywoman's World—give you little personal accounts of the success of Everywoman's World—point you to our service, which can cut down your overhead cost of selling and assist you to more and better sales.

* * *

¶ A word about the magazine editorially.

¶ The editorial matter is the first consideration. Our editors and contributing editors have given what the Canadian women want and need in their own home magazine.

¶ For proof,—send for a specimen copy! Note it for yourself and have your lady friends and relatives pass their opinion! You will vote it worthy of the outstanding success and the leading position it has won.

¶ Here is sample testimony,—a letter from the advertising manager for two leading Canadian paint manufacturers:

"The other day I received "a copy of Everywoman's "World, which, because of "its attractive and neat "get-up, so appealed to me "that I took it up to the "house, and when I had an "opportunity of reading it "I was very agreeably im-"pressed by the great im-"provements you have ef-"fected during the last "year.

¶ "Frankly, your publica-"tion has as much quality "for its size as any lady's "magazine published. It is the large volume of "high-grade advertising that gives the Ladies' "Home Journal its strength, and I am sure "you will continue to make big progress in "carrying the advertisements of Canada's best "advertisers."

¶ Will you send for a specimen copy of Everywoman's World and apply the "acid" test yourself?

¶ Ask your advertising agency man for rates and full particulars.

* * *

¶ For those who desire it we render a complete service, including everything pertaining to advertising, art, printing, dealer co-operative work, and we will mail literature, etc. Particulars on request from

Chas. C. Tipper

Vice-President and Advertising Director,

Continental Publishing Co., Limited,

62-64 Temperance St., Toronto.

"When there comes the smell of flowers and the tread of soft steps in the gravel outside my bungalow, make the ceremony short, and the epitaph simple:

Here Lies a Man—as usual"

—Elbert Hubbard.

ELBERT HUBBARD

Lost with the "Lusitania," Friday, May 7th, 1915.

PERHAPS nothing more characteristic of the man himself could be found in all his writings than the epitaph appearing at the top of this page, which, as Hubbard would have said, was "written by himself with one hand." Just as he always looked upon death, so he met it face to face—FEARLESSLY, and with a smile. No longer will his facile pen and brilliant mind continue to inspire us to "live, laugh, love and labor." The world has lost a great genius—a rugged, big-hearted, generous and intensely *human* man—who practised as well as he preached the doctrine "Give and ye shall receive."

His supreme wish was "not to be learned, rich, famous, powerful or even 'good,' but simply to be radiant—to radiate health, cheerfulness, calm courage and good-will."

He was the most successful advertising writer in the world, and his "Message to Garcia"—one of the first of his booklets used for advertising purposes—has been translated into a dozen languages and is read the world over.

The Advertising Profession has lost a friend and preceptor. His place can never be filled. His friends can ill afford his loss.

Economic Advertising

Published in the interests of "more and better advertising"

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00
	Per Year		Per Year
Front Cover	$500.00	2nd Cover	$225.00
Back Cover	300.00	3rd Cover	225.00

Subscription Price, $1.00 per year, 10 cents the copy.
Condensed Rates, 3 cents a word; Minimum, One Dollar.
NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto

Vol. 8. Toronto, June, 1915 No. 6

STRAIGHT TALKS

THE NEED FOR CONTINUOUS ADVERTISING

JULY and August are generally considered to be the "slack" months, and publishers as well as advertisers, as a rule, sit back and take it easy. Why? These two months are both equipped with a full complement of business hours—each has 31 days—fine, long, sunshiny days, that can be made to yield a rich harvest of profitable sales, if you are willing to put forth just a little extra effort.

Continuity is the secret of all permanent advertising successes, and it is the duty of the publisher to round-up the half-hearted advertiser and show him how to make his advertising more profitable by building public confidence.

Continuous advertising has a cumulative influence that is worth much more than the sum of its immediate, traceable returns. We all like to see quick results. We are inclined to consider the immediate benefit as more important than the ultimate profit, on the principle that "a bird in the hand is worth two in the bush." But it should be remembered that the effect of continuous advertising is to sell more goods eventually through the influence of repeated suggestions. The constant dropping of water on a stone will wear it away in one spot, and the constant contact with the advertisements of any business will make an ever-increasing impression on the public mind. Stop the dropping and the stone will soon wear smooth,—stop the advertising and the impression will soon be crowded out and

THE MORNING ALBERTAN

A paper is only as good as its contents, only as influential as the people who read it, only as necessary to an advertiser as the patronage of the people who read it is necessary.

THE ALBERTAN is always worth reading.

Its reputation is built on its telegraphic service and editorial policy.

It is always vital, entertaining, informing, authoritive.

It is a good investment of time to read THE ALBERTAN.

It is a good investment of your money to advertise in THE ALBERTAN.

Members of the Audit Bureau of Circulation.

Special American Representatives:

STOCKWELL SPECIAL AGENCY

Peoples' Gas Building, Chicago, Ill. **Tribune Building, New York**

Full information pertaining to circulation furnished upon request, or from any recognized advertising agency.

There is an increasing market in Central and Northern Alberta for every kind of manufactured article. The manufacturers and wholesalers can develop this market by advertising in the

EDMONTON JOURNAL

Large as is the margin of Journal circulation over other papers in the field, its tremendous pulling power can only be accounted for by extra quality as well. Increase your Alberta business by using this valuable medium.

Write to-day for rate card and sworn circulation statement.

EDMONTON JOURNAL

(Branch Canadian Newspapers Limited)

Edmonton, Alta.

The One Indispensable Medium

For the general advertisers in Western Canada.

The Daily Herald

CALGARY, CANADA

Largest sworn paid in advance circulation of any paper between Winnipeg and the Pacific Coast.

Member Audit Bureau of Circulations.

For rates and information apply the Advertising Manager.

The Herald Publishing Co.

Limited

Eastern Representative, E. J. GUY, Canada Life Bldg. King St. W., Toronto

replaced by other impressions. Moreover, it takes an infinitely greater amount of fall advertising to accomplish the desired result, than would be required if there had been no break in the continuity of the advertising, just as it takes more coal to build a fresh fire in the kitchen stove every morning, than is necessary when the fire is properly banked and kept in all night.

Successful advertising cannot be half-hearted. The lukewarm advertiser, who refuses to advertise during the summer months, is like the colored girl who took a husband but refused to change her name. When questioned, she said:—"Well, you see, it's this way: I hadn't known Rastus very long, an' I jes' naturally suspected dat nigger, an' I suspects him yet, so I figgered dat it would be best for all parties if I jes' kep' mah name."

Trial marriages are no more successful in advertising than in domestic life. To be profitable and productive of the best results, it must be constant—persistent—permanent.

THE SMALL APPROPRIATION

"OH, no," says the man who doesn't advertise,—"there's no use talking to *me* about a small appropriation. When *I* get ready to advertise I'll spend a bunch of money and cover the country." How often we hear just such an expression! Why can't this man see that the longer he waits the more business he is losing?

The notion that in order to advertise profitably it is necessary to spend not less than $10,000 a year is all wrong. With the right sort of a plan, even $500.00 can be made to produce a reasonable return on the expenditure. It all depends upon the proposition, of course, but given an article of merit—selling at a reasonable price —the chances of success can be pretty accurately judged in advance.

For the man with the small appropriation there is no more profitable means of advertising than a magazine campaign. He can select his list of magazines, determine the number of possible buyers reached by each, find out exactly what territory is covered, and then concentrate upon the education of the magazine readers. Backed up by the right sort of dealer work, for the purpose of ensuring co-operation, such a campaign can hardly fail to increase sales and create a more widespread demand. This plan has been worked successfully in so many instances here in Canada, that the wonder is that there are still some manufacturers who have never been "put wise."

WHY ADVERTISING IS READ

ADVERTISING is the offspring of Necessity, the Mother of Invention. Unlike her brother, however, Advertising is *natural*—not artificial. Those who think that advertising is not read, because they, themselves, "never read advertisements,"

The Hamilton Newspaper Union

COMPRISING

65 First-Class Weekly Papers

Sworn Circulation for 1914

2,698,466

Weekly Average

51,703

We will be glad to send you List and Rate Card

Hamilton Newspaper Union

HAMILTON, ONT.

Highest Grade ELECTROS AND STEREOS

PROMPT AND EFFICIENT SERVICE

THE NATIONAL ELECTROTYPE & STEREOTYPE Co. LTD.

229 Richmond St. W.

TORONTO

TELEPHONE AD. 16.

Millions Spent In Hamilton

Advertisers should bear in mind that the war orders have relieved the industrial situation in Hamilton, and our many factories are busy. The homes of the artisans represent the "buying power" of this district and the

HAMILTON HERALD

is the paper that the masses insist upon having. We want your business because we give results.

THE HERALD PRINTING CO.

OF HAMILTON LIMITED

HAMILTON - - CANADA

belong to that type of humanity which looks upon everything modern as intensely "vulgar." It would not be so easy for such persons to explain just why they never read advertisements, as that would be apt to lead them into a confession that their knowledge, and worldly possessions, were so boundless that they had nothing to learn from advertising, and they could afford to be indifferent to the cost of their daily needs—which would also be rather "vulgar."

The careful housewife, who knows she must make every dollar of her "allowance" count, is a constant and intelligent reader of advertisements. She finds it necessary to the economical management of her home.

The woman of wealth, who wants to "keep up with the Joneses," —can't afford to let any opportunity get by her—and the advertising columns are her infallible guide as to what is correct and ultra-fashionable in house furnishings, motor cars and wearing apparel.

The business man who tries to keep abreast of the times, reads advertisements to keep posted regarding filing systems, office supplies, business short cuts, labor-saving devices—and even hats, gloves, clothing, neckwear and socks of the soulful variety. Everyone who cares to know what's doing in the world reads advertising because it is "news" of as much interest and importance as any special article, or editorial, could possibly be. These tidings of new inventions—new processes—new products—new styles—are a necessary part of our modern life, and are read and absorbed by the people they are meant to reach.

THE HOUSEWIFE COUNTS

IT is stated, by an expert, that about thirty per cent of the entire income of families of five or six living on less than two thousand dollars a year, is spent for food. Of this sum, more than half is generally needed for what we call the staple groceries—flour, sugar, cereals, canned goods, and crackers; dried fruits, vegetables, and fish; flavorings and seasonings; soaps and cleansing materials. The money for these supplies, at least, if not the entire family income, passes through the hands of the wife. It is her duty to discriminate between the good and the inferior brands, and to patronize the stores that sell goods which the manufacturers are willing to stand behind.

How is a busy wife and mother to gain that knowledge so necessary to the health of her family and the successful management of her home? Simply by careful watching, sampling, comparing, and testing? No! She is guided largely in her first purchases by her grocer's advice, but she quickly comes to realize the wisdom of insisting upon advertised brands. What an opportunity is here for

DISCRIMINATION in buying advertising space is especially important at this time. The advertiser who places his announcements in

The Montreal Gazette

reaches men and women who have money to spend. The Gazette is the high-class Morning Daily in Montreal and is the medium to select when you want the attention of the Montreal people who appreciate quality in the goods they buy.

THE GAZETTE PRINTING CO., LIMITED
MONTREAL

To Those Who Never Quit

The business man who is content to "mark time" until events over which he exercises no control cease to disturb his peace of mind, will find himself lost in the scramble for business by the live wires who never quit.

The folks in more than forty thousand homes reached by THE LONDON FREE PRESS daily are going to require all the necessities and many of the luxuries this summer, just the same as last.

A stupendous sum is going to find its way into the cash drawers of those manufacturers who bid most effectively—most persistently and persuasively—for the favor of FREE PRESS readers.

If you are one of those who never quit, who bid and get what you bid for, use the LONDON FREE PRESS to concentrate your advertising appeal to the most people in Western Ontario who have the price and inclination to keep buying good goods.

EDGAR J. GUY, Toronto Representative
61 CANADA LIFE BLDG. **PHONE MAIN 2392**

the non-advertising manufacturer to build up a permanent demand! It pays to win the goodwill of the housewife.

AFTER THE WAR—WHAT?

NOT the least of the great lessons to be learned from the European War is the need of preparation for every possible contingency. The Allies have undoubtedly suffered from lack of preparation, or misplaced confidence in the impossibility of war. How is Canada going to profit by this lesson? Statistics show that the flow of immigration to North America increased enormously after the European wars of the last century. The result was apparent in the rapid development of Canadian agriculture, industry and commerce following the Crimean War, the Franco-German War, and the South African War.

Canada may look forward to a period of great prosperity after the close of the present European struggle. How are we going to meet it? Shall we curtail the output of our factories, call a halt in our building operations, and wait for the coming wave of prosperity to engulf us—or shall we preach the gospel of optimism, speed up our salesforce, raise our output, and keep right on building homes for the millions of newcomers who will soon be clamoring for food, clothing and shelter?

THE "MADE-IN-CANADA" MOVEMENT

THE editorial under the heading of "Made-in-Canada," which appeared in May issue, has created much interest and discussion. We have much pleasure in reproducing a letter received from Mr. Charles C. Nixon, vice-president of the Continental Publishing Company, and we would be glad to hear from any others interested in the exploitation or suppression of the "Made-in-Canada" movement.

It might be as well to state that the editorial in question did not condemn the *movement*, but did express most strenuous objection to the use of the "Made-in-Canada" slogan unsupported by reason or argument.

THE EDITOR.

THE EDITOR,

ECONOMIC ADVERTISING,
Mail Building, Toronto.

Dear Sir:—Are you quite fair in your condemnation of the "Made-in-Canada" slogan in your editorial in the May issue of ECONOMIC ADVERTISING?

You base your condemnation first, to use your words, "because of its entire selfishness, and secondly because when analyzed it is not good business."

Let us consider the facts.

What good business man do you know who is not selfish—at least selfish in an enlightened sense, which after all is the greater selfishness?

To some it has appeared that this whole "Made-in-Canada"

Helps any advertiser get his money's worth

Certainly no advertiser can know too much about what he is buying and what he should pay for it—and too many advertisers know too little. That is why every advertiser can profit by having a copy of "WHAT'S WHAT in Canadian Advertising"—"if only to find out how little he really knows about so many things he should know" as one advertiser remarks.

Used by 1000 buyers of advertising

The most successful advertisers in Canada use "WHAT'S WHAT"—the best informed advertising men find it absolutely indispensable. "Used more frequently than any other book in my work" says one advertising manager. "For the selection of publications to carry our advertising it is my advertising Bible," says another; "Of inestimable value," says another; "Has already saved me a good many dollars," says another. Practically everything you want to know about advertising in Canada you will find in

Lydiatt's Book

What's What In Canadian Advertising

New 1915 Edition just out.

$2.00 a copy—and worth it.

This is no mere "newspaper directory." It is not an advertisement for anybody—but is compiled solely in the interests of buyers of advertising in Canada. The 1915 edition is just out with new rates, circulation figures, etc., of every worth while publication in Canada—and over 200 additional pages of statistics and data of constant value to careful advertisers. 334 pages, leather-bound, pocket size. Sent postpaid on receipt of the price, $2.00, by

W. A. LYDIATT, Publisher

53 Yonge Street, TORONTO

Descriptive circular and specimen pages sent free on request.

Some of the Contents

Census Data
Comparative figures showing population each province, urban and rural, races, occupations, ages, literacy, earning power, etc., of people, number dwellings, births, marriages, religions, etc., average earnings and wealth production per family, etc.

Trade Statistics
Canada's imports and exports (latest figures), detailed by classes of goods and by countries, customs revenue, bank clearings, building activity, fire losses, number of telephones, post offices, automobiles, retail stores, etc.

Commercial Description
of each province and principal cities and towns, their industries, products, resources, and people, with latest agricultural and industrial data. Also maps of each province, and postal, customs, copyright, trade mark and patent regulations.,

Advertising Rates, also latest circulation figures, column sizes, closing dates, etc., of all daily newspapers, magazines, farm, trade, religious and other class publications in Canada.

Complete Data About—Outdoor advertising, street car advertising, moving picture slides, window displays, sampling, demonstrations, distributing, etc.

How To Buy Engravings—Description of various kinds, uses, copy required, how to order them, cost, specimen half-tone screens and Ben Day tints, cost and uses of electrotypes, stereotypes, etc.

Printing Data—Description of various papers, handy tables for estimating number words in given space, charges for printing, use of color, how to select good display, specimen display types, proofreaders' marks, and other data frequently required.

movement is but mere sentiment and that it is prosecuted for selfish and personal reasons. Certain purists have asserted vehemently that the present "Made-in-Canada" campaign is selfish, and that Canadian manufacturers are taking advantage of conditions to advance their own interests. You intimate this strongly in your editorial.

I say let us admit that it is selfish in the sense that each individual manufacturer in Canada is trying to keep himself in the business game during these trying times. Wherein is the sin in this?

Is it not good business that the Canadian manufacturer should further his own interests, give his laborers employment, and make the money with which to pay them and pay himself—much of which must ultimately drift around to our stores and make good business for all of us, and all along help make better business for everybody in the community?

Wouldn't we far rather have Canadian manufacturers do this than attempt to please the said purists by spending time on their knees praying for the success of our armies in the field without turning a hair to make "golden bullets" with which to buy the supplies for our defenders?

The business man who is honorably selfish is an asset to the country; it is the multitude of honorably selfish units that makes the successful nation.

Your second objection: "It is not good business,"—

Certainly it is not good business unless the quality and the price is right and the goods are such as the people ask for. Granted this much is it bad business to give preference to these "Good Goods Made-in-Canada" as against imported goods, which may be "dumped" into this country?

I hold no brief for any Canadian manufacturer who may be making poor quality goods, which cannot compete with the open market, and who will take cover under any "Made-in-Canada" cry, just as a poor relation might do, in trying to sell you his inferior goods.

I do favor, however, extending a reasonable preference to good goods that are made in Canada and overcoming, in so far as possible, that old time innate prejudice, which seems to be an instinct in human beings everywhere against goods of home manufacture. I back this with my own time and with our firm's resources, and gladly devote considerable valuable space to this cause in our great home magazine, *Everywoman's World.*

Frankly, I take issue with you when you publish an editorial condemning wholesale the Made-in-Canada movement and stating "the Made-in-Canada slogan has almost deteriorated into a 'bogey.'"

Just because one of our foremost merchants, as you put it, recently pleaded guilty to being heartily sick of the efforts of his representatives to sell goods on the "Made-in-Canada" plea, is no justification for condemning wholesale the Made-in-Canada movement. The quality and price must

(*Continued on page 32.*)

What You Want—
When You Want It

Our job printing plant is equipped and manned for just the purpose expressed in the above headline.

Whether your printing needs are for a small folder with all copy and designs supplied by yourself or for a large trade catalog with all designs, copy and cuts to be supplied by us, we are equal to the occasion.

And we are equal to all occasions between these extremes.

Give us a trial and you will experience the highest degree of satisfaction with our service.

PHONE, WIRE OR WRITE TO

Acton Publishing Co., Limited

Corner Queen and Gwynne Avenue
TORONTO

TEL. PARKDALE 4171
Jas. Acton, President

MONTREAL; 13 Coristine Bldg.
J. J. Gallagher, Managing Director

HOW SELFISHNESS TEARS DOWN

Showing that the first element of service to the advertiser on the part of the space seller is honest and well informed advice as to what mediums to use and how. Who is the best salesman? Is he not the man who is the best buyer for his customer?

WE hear club men lament the fact that in some of the clubs sellers of advertising outnumber buyers of advertising. They speak of this condition as if it were a serious detriment to our progress. But is it, or need it be? Is it not pretty much of a bugaboo?

Let us suppose, for a moment, that we had nobody in the Associated Clubs *except* sellers and let us suppose that every seller of advertising had a broad-gauged desire to do all he could for all advertising—just as a great many of us actually do have.

We will all agree, in the beginning, that one of the greatest pitfalls in connection with advertising is found in the fact that many men still strive to get all of an advertising appropriation they can possibly get, more or less without regard to the best interests of the advertiser.

There is a place in the business world for each of the many advertising mediums and methods largely in use at this time. Each has its particularly strong points. Each has its limitations. There is one right method and one right medium, or combination of mediums, for every purpose.

Advertising will not make the progress which it needs to make and which it shall eventually make, until everybody interested in *selling* advertising comes to a full realization of his duty to the man who is going to put up the money.

In some lines, much more progress has been made in this direction than in others.

We hear a good deal about the services rendered by advertising mediums. But the first element of service is unprejudiced and well-informed advice to the prospective advertiser as to the best combination of mediums and methods.

Pity the poor prospect! The newspaper advertising solicitor convinces him that the newspapers are just the place for him. Along comes a bulletin board man and the prospective buyer becomes enthusiastic over the painted bulletin. Then comes a printer, specializing in direct matter, and showing the prospect, to the prospect's complete satisfaction, that direct matter is "the only way" for him. In his turn, the car card solicitor lines the prospect up for the use of his medium.

Some prejudice in favor of the thing which a man is selling is unavoidable. It is to be expected. But there is often such a degree of prejudice that the prospective buyer is actually misled by perfectly honest, though uninformed solicitors.

One kind of medium will often accomplish a certain result far

A Force to be Reckoned With

When Planning Your Advertising Campaign

To-day the magazine field situation in Canada is an extremely valuable one. The inclusion of magazines will be a reinforcement and strength to any campaign. Manufacturers will secure tangible results from their advertising from the combined circulation of Maclean's and The Farmer's Magazine—proven result producers.

Maclean's MAGAZINE

reaches over 40,000 of the homes that have a buying power to be reckoned with—homes of prosperous business people whose buying power does not fluctuate by changing conditions. Several manufacturers whose development has been rapid commenced their first advertising with Maclean's. The magazine is edited to inform, interest and instruct busy business people who place a premium upon their time and are discriminate in their reading. Their patronage is worth cultivating.

The Farmer's MAGAZINE

reaches the big, progressive farmers of Canada. It is a high-class periodical that dignifies farm literature. It deals with the practical business side of farming, and the home interest of the farmers. Its readers are the leading farmers, dairymen and stock raisers of Canada, whose buying influences the smaller farmers in their communities. 20,000 of Canada's leading farmers subscribe to and read the magazine closely.

Combined, the two magazines give you a circulation of 60,000, representing a buying power that is a force to be reckoned with in planning an advertising campaign.

Specimen copies and advertising rates sent on request

The Maclean Publishing Co., Limited

143-153 University Ave., Toronto

Offices at

MONTREAL WINNIPEG NEW YORK BOSTON
CHICAGO, CLEVELAND AND LONDON, ENG.

better than another. The public is unfortunate in that specialization has resulted, in many cases, in the selfish selling of things which accomplish the desired end with less efficiency than could be done through some other means.

When the man selling painted bulletins (using him merely as an example) discovers that there are certain interesting stories which the advertiser could and should tell the public through the newspapers or by the use of direct matter or otherwise, he might be tempted not to mention this fact, but proceed to get as nearly all the advertising appropriation as possible. But upon further reflection, he might well come to the conclusion that if he would advise the prospect to do the thing which was best for the prospect, he would eventually sell that prospect more "boards" because the prospect would have found his advice good and would be glad and willing to listen to him again.

Perhaps, some may say this is idealistic, but, as is being demonstrated by many sellers of advertising, it is most practical. Those who do adhere strictly to the proposition do so with the firm belief that everybody will sell more advertising when everybody is selling the right thing for the right case. It is manifest that when the service of the sellers of advertising is so complete and so well informed that everybody is selling the right thing for the right place, advertising will pay better and more people will use it and use more of it.

Whenever you meet a solicitor in one line of advertising who indicates that he is not interested in learning more about some other method or medium, mark him.

MORE ALLIES
are being added to the side of liberty and freedom. The love of right and justice fill our hearts with loyalty to our flag.
RALLY AROUND OUR SCOTCHMAN
QUALITY— THEN PRICE. THAT'S TILLSON'S
PROTECT YOUR INTERESTS BY DEALING WITH CANADIAN AND ALLY FIRMS
AN ATTRACTIVE WINDOW
WILL GREATLY INCREASE THE SALES OF ALL YOUR CEREALS AND FLOUR SEND A POSTAL FOR FREE DISPLAY, CHARGES PREPAID. WE WILL CHEERFULLY SEND IT TO YOU
TILLSON'S "SCOTCH" Fine Cut OATMEAL
TILLSON'S "SCOTCH" HEALTH BRAN
TILLSON'S ROLLED OATS
WRITE US FOR QUOTATIONS WE HAVE ALWAYS A CLEAN, FRESH STOCK OF CEREALS AND FLOUR
CANADIAN CEREAL & FLOUR MILLS, LIMITED, TORONTO

War-time appeal to loyalty—good in conception but weak in execution. Commendable for its optimism and timeliness.

Perhaps he may be getting along fairly well now, but he is an embryo dub—he is not keeping up with modern ideas. He will be left far behind.

There is an old maxim that the best salesman is the man who is the best buyer for his customer—and such an attitude is best for the salesman, his customer and the general public.

—*Associated Advertising.*

* * *

Trying to please everybody, is all right, if you please your wife and yourself first.

Your Autumn Advertising

Appropriations for Fall advertising will be decided upon and lists made up within the next few weeks.

In making up your list of papers to be used have your favorite advertising agency include THE TORONTO DAILY and SUNDAY WORLD.

Use both papers—for by using both papers you get a combined total circulation of more than 160,000—a city of Toronto circulation of nearly 120,000 and a healthy circulation in the richest portion of the wealthy Province of Ontario.

Ask your agency to give you particulars of the combination contract covering both papers. This contract gives you advertising of the very best kind at an extremely reasonable rate.

The World Newspaper Co., Limited

40 West Richmond St., Toronto

A NEW ANGLE ON THE "OBVIOUS"

Extracts from article by Frank Irving Fletcher, in recent issue of "Newspaperdom."

THERE is, of course, little or nothing about newspaper advertising which is not common knowledge. But it is the obvious things that get away from us, and which need to be emphasized from whatever new angle we can invent. For example, we all know that newspaper advertising pays and pays royally, but most of us who use the newspapers have had occasion at some time or other to wonder why they don't pay better, why their productive powers are not always regular nor sustained. Now the newspaper has its limitations. As a colored gentleman remarked when he examined a safety razor: "This razor may be all right for shaving, but it has no practical value for social puhposes." The newspapers cannot sell inferior merchandise, no matter how good the advertising, and they cannot do justice to good merchandise if the advertising is poor. But of this you may be assured, that, when a newspaper which you know to be a sound proposition, with an honest circulation, ceases to pull, there are two directions where you are most likely to locate the trouble—either you say more about your merchandise than it deserves or your merchandise deserves better advertising than it gets.

Let us for a moment examine the obvious premise that the merchandise must substantiate what the copy claims for it. It stands to sense that the best written advertising in the world cannot continue to sell goods which are lacking in merit. Fine advertising and poor merchandise don't belong in the same tent, and they won't mix any more than Croton water and Croton oil. On the other hand, if your advertising fails to do your merchandise justice, then you want a new advertising man. The truth of the matter is, there is a lot of false reasoning as to what advertising is competent to perform. The man who regards advertising as a miracle is barking up the wrong tree. It is not a miracle but simply a very profitable means of selling more goods than you can sell without it. Advertising will not permanently widen the market for a poor product, no matter how good the advertising may be. Such is the power of advertising, however, that even if indifferently done, it will create a market for merchandise of merit. In other words, good merchandise will sell with only half a chance, but no wizard of words was ever yet able to produce and to hold by the magic of language results which the merchandise could not earn on merit. You cannot expect to sell prunes by advertising plums.

Now, to consider the other side, the possibility that your merchandise deserves better advertising than it gets. Either of two reasons may be the cause of this. Either the advertising man cannot rise

The average circulation
of
THE EVENING RECORD
(WINDSOR)
for May 1915 was
in excess of
9,000
copies daily, and it is still going up.

10 to 16 pages daily.

EXPERIENCE - SERVICE
QUALITY - PRICE

Every member of our firm is a specialist in the department over which he has control.

This is the logical reason why the

PHOENIX ENGRAVING
LIMITED

are forging ahead. They merit your support and invite a trial order.

Half Tone, Intaglio, Zinc and Wood Engravings

37 Richmond Street East, Toronto
'Phone Main 985

"Never has *The Canadian Magazine* reached a higher level than it reaches to-day."
—The Review of Historical Publications relating to Canada

Within the last year there has been a revolution in the Magazine situation in Canada and now *you* can place a successful Advertising Campaign, in the Magazines only, for as small an amount as $1,000.00.

Let us prove this to you with facts

Our Service Department will, if requested, give you a list of magazines to use and the cost of advertising in each one.

Sample copy and rates on request.

THE CANADIAN MAGAZINE
Established 1893
TORONTO - - - CANADA

to the occasion or the firm won't let him. Usually it is the firm. I say this from observation, not experience. But I do know that many a good advertising man is held in leash who could accomplish a great deal more with a little latitude. But instances of this sort are becoming fewer as time goes on. Every day sees some new convert to the theory that a brief, sane, interesting, conclusive talk carries conviction to the reader quicker than a few empty platitudes and a price tag. Personally, I hold a brief for the editorial form of advertising. I believe in saying something. I don't believe that silence is golden, except at a funeral or a wedding—where it is too late to talk. I believe in injecting into advertising some of the fervor of an oral solicitation—fervor is a vital point.

I believe that an advertiser can create a following for his goods by creating a following for his advertising. I believe that the advertising man should write the advertising or be "fired," on the theory that too many fingers in the pie make a stew. I believe, all criticism to the contrary, that local advertising should be brief, breezy, clever, timely, topical, incisive, incendiary, inventive, intensive, and hitched up to any allusion, reference or philosophical titbit that may drive the moral home. I believe that a neutral advertisement for silk underwear to-morrow morning has got to be remarkably well written to get a look-in with Kaiser Wilhelm and Harry Thaw. And I believe finally that an advertising man must have the copy-sense—the faculty to seize upon the salient features of merchandise and fling them out of the type box with all the flameful, forceful, fervent, feverish urge of the printed word. Obviously, you must not let a man's ability to write blind you or him to the fact that, in the last analysis, the object of advertising is to sell goods, even as the

Get Every Seed Planted Right
Sold by all John Deere Plow Co. Dealers
"Leader" Disc Drill
Better Work Guaranteed
The Peter Hamilton Company, Limited
PETERBOROUGH, ONT.

Strong argument for the farmer

chief value of a watch is not its nineteen-jewel movement, but its ability to keep time.

Nearly all dry goods advertising is overplayed—overplayed in the respect that it exaggerates the value of what it offers, and thereby detracts from and overtaxes public credulity. We need more honesty. We need a better brand of honesty. It is all right for an advertiser to call upon heaven to witness that he has the finest merchandise money can buy, but there is no occasion to lie about the value of it. It was all right for P. T. Barnum to use forty alliterative adjectives describing an equine specialty, but it is not on record that he ever claimed for any horse the distinction of three tails. Those $1.50 gloves some stores are offering at 89 cents are only 89-cent gloves, and what's the use of lying about it. The value of a thing is the price you ask for it

Heading the List

CANADA MONTHLY has the varied character and quality most popular with intelligent people. It is the livest, most entertaining, most thoroughly Canadian of the magazines published in Canada. Nearly every article is of Canada and our people—all the important movements in the Dominion are analyzed and described. The fiction is by the foremost novelists and short story writers, and the people read it from cover to cover. That's why

CANADA MONTHLY

heads the list in many notable Canadian Advertising Campaigns. We have a host of letters on file, from prominent advertisers and space buyers, testifying to the pulling power of Canada's Leading National Monthly Magazine. For example, this from the General Publicity Agent of the CANADIAN PACIFIC RAILWAY, Dept. Natural Resources, Calgary, Alta.:

Feb. 5th, 1915

"I am glad to say to you that of the available records of inquiries received through advertising in Canadian publications last month, *Canada Monthly* heads the list. This is getting away to a good start."

Closing Date—Last advertising forms close on the tenth day of the month preceding date of issue.

For rates and further particulars address

CANADA MONTHLY

Advertising Department

Mail Bldg. - TORONTO

and not always that. And if they are such extraordinary value, why advertise them forever. Does not the fact that you keep on advertising $1.50 gloves at 89 cents raise the presumption that, far from being $1.50 gloves, they are not even worth the price you ask for them.

It is contended by some stores, of course, that if they were to drop the use of value their business would fall off. But this is mere speculation. They have never tried the experiment, and they persist in the fallacy that it pays better to exploit the public than it does to give it a square deal. Let me tell you something. Every newspaper in the world to-day is increasing its circulation by leaps and bounds, simply because it has something extraordinary to offer—news of the war. When the war is over, every newspaper will go back to the regular news and normal circulation. Let the local advertiser take a moral from that. Let him remember that a sale is extraordinary in inverse ratio to its appearance, and that when a sale is perpetual it is not a sale but a habit, and often a nuisance.

SOME HELPFUL HINTS

By Frank Farrington in The "Clerk's Book"

EVERY man knows more about something than you do. Get him to talk to you. That's the way to learn things.

Don't think because the boss has a private office and isn't always apparently busy that he has a cinch. The man who carries the responsibilities is the man whose shoulders are first bent.

Because you are not a born hypnotist, don't think that you can't learn to sell goods. It isn't so hard to be tactful, courteous, and accommodating.

Better to sell a customer too little than too much. The man who buys too little will come back for more. The man you oversell will never come back.

It is an exploded theory that Fortune knocks once at every man's door. She stands out there in all kinds of weather begging you to take her in.

When you begin to cut off a little time from both ends and from the middle of your day's work, sit down and figure out how you would feel if the boss cut a little from your salary.

There are no snaps in the business world. Any time that you spend looking for snaps is so much wasted out of the limited supply available for success.

* * *

The stenographer was singing to herself the song, "It's a long, long way to Tipperary," when she turned to the office boy and said, "You know that song seems to haunt me." "No wonder," replied the office boy, "look at the way you murdered it," and he escaped forthwith.

Ontario Dairy Farmers have made their "Dream Homes" real homes.

WHO MAKES THE PROFITS THIS YEAR?

The war is proving a bonanza for the dairy farmer.

He's got the money and can afford to share some of it with **you.**

HERE'S THE PROOF:

Last year, on May 17th, cheese sold on the Peterboro Cheese Board for 12 1/16c.

This year, on May 19th, it sold for 18⅜c. In all, 88,570 lbs. of cheese were sold. This increased price to the dairy farmers of Peterboro County alone on this one sale equalled $5,591.00.

Last year there were made in Canada 722,391,720 lbs. cheese. Should the average price this year be only 25% ahead of last year, instead of 50% as it was in May, it would mean $21,671,751.

Can you wonder that the dairy farmers of Canada are smiling, smiling, and then smiling?

Can you wonder that they are now able to buy the best in farm machinery, silos, fences, home equipment, automobiles—everything that increases the earning power of their farm—and enough left over for luxuries?

There is only one farm paper that makes a specialty of reaching this great dairy field—it is

FARM AND DAIRY

PETERBORO — Stockwell Special Agency Chicago and New York — ONTARIO

The success factors—changing grass to gold.

THE MAGAZINE AND FARM PAPER SITUATION IN CANADA

By Kenneth S. Fenwick

A FEW years ago it was pretty generally believed, among advertising men, that a Canadian campaign of magazine advertising was of value only as an inexpensive means of whipping the dealers into line. Magazine space was cheap, and the ads showed up well. If a manufacturer wished to sell more of his goods to the dealers in his line, he would run a few ads in a few magazines, furnish each of his travellers with an elaborate book of proofs, and proudly call himself a "national advertiser."

So popular did this custom become that the magazines flourished and waxed fat, until after many days these so-called "advertisers" began to feel some tangible results from their advertising. Inquiries commenced to pour in upon them—dealers commenced to sit up and busy themselves about the demands of their customers for the advertised goods—and Canadian magazine advertising became a force to be reckoned with.

To-day the magazine field in Canada is a fertile one for the manufacturer whose product is worthy, and whose appropriation is too small to permit of a nation-wide campaign of continuous advertising in the daily newspapers. As a means of supplementing a national campaign in the newspapers and on the boards, the magazines are most essential.

There are in Canada to-day ten strong monthly magazines, nine illustrated weeklies with circulations over 15,000, and a Canadian edition of the Fashion Quarterlies with a combined circulation of 75,000 copies. There are also sixteen monthly farm papers with a circulation of 3,500 or more, and twenty-two farm weeklies of over 4,500 and up to 168,000 circulation.

These farm papers with a combined circulation of almost a million copies may be used to reach the 711,681 farms with which Canada is credited. This provides for but a trifle more than one farm paper to every farm—as compared with five farm papers to every farm in the United States. Thus there is little chance of waste from duplication of circulation in Canada.

The magazines, on the other hand, circulate in the cities and towns. It is estimated that one-third of Canada's population is crowded into the twelve largest cities. To reach and influence this large market, the magazines offer many unique advantages. It cannot be denied that magazines give the advertiser an opportunity for better display than the newspapers. The quality of the paper used permits of the printing of fine half-tone cuts, and where it is desired

CANADIAN FARM

—circulates where the most of Canada's wealth is produced and among the men who produce it.

—we've forgotten most of our geometry but there's something about a straight line which suggests Canadian Farm can

—take your advertisement
—where it ought to go
—with the most effect
—in the shortest time
—at the least expense
—try it.

Member Audit Bureau of Circulations

181 Simcoe St. Toronto, Canada

Discussing Periodicals and Magazines in "What's What in Canadian Advertising," W. A. Lydiatt says in part:—

"These offer better opportunities for display than newspapers, especially for half-tone illustrations of high quality. They also have a longer life, consequently offer more opportunities of the advertisement being seen and read. They are read with more leisure and deliberation—thus a better chance for publicity copy which tells a complete story or for mail order or inquiry-pulling copy.

"As a rule, magazines reach a higher average level of intelligence than newspapers. . . . The magazines and weeklies reach those who desire a higher type of entertainment and instruction. They command a degree of sustained influence which can generally be estimated from the editorial character of the publication. . . ."

CANADIAN COURIER

should be on every list, because of its leading position amongst Canadian journals, its large sworn circulation and its proven pulling powers.

Member Audit Bureau of Circulations

181 Simcoe St. Toronto, Canada

to illustrate the goods in actual color, this may be done.

Readers of magazines are of a high average order of intelligence, and a greater proportion may be reached by logic and reasoning.

The class of readers depends, of course, upon the character of the publication, and this may be readily gauged by the tone and quality of its editorials, its stories and its special articles.

The following list of monthly and weekly magazines and farm papers, arranged in order, according to circulation, will prove both interesting and illuminating to the prospective advertiser:—

MONTHLY MAGAZINES

Everywoman's World, Toronto	81,387
Western Home Monthly, Winnipeg	44,141
MacLean's Magazine, Toronto	40,833
Canadian Home Journal, Toronto	30,000
Canada Monthly, London	25,640
Canadian Magazine, Toronto	21,900
Rod and Gun, Woodstock	19,405
British Columbia Magazine, Vancouver	17,446
Canadian Pictorial, Montreal	10,000
Women's Century, Toronto	8,254

QUARTERLIES

Butterick Fashions, Toronto Standard Fashion Book, Toronto New Ideas in Fashions, Toronto	Circulation	75,000

ILLUSTRATED WEEKLIES

Sunday World, Toronto	85,000
Standard, Montreal	47,994
Star Weekly, Toronto	37,568
Saturday Night, Toronto	35,000
Canadian Courier, Toronto	25,000
Saturday Sunset, Vancouver	20,000
Beck's Weekly, Montreal	20,000
Saturday Post, Winnipeg	16,537
Western Standard, Calgary	15,000

WEEKLY FARM PAPERS

Family Herald and Weekly Star, Montreal	168,947
La Presse, Weekly, Montreal	45,266
Free Press and Prairie Farmer, Winnipeg	37,700

Grain Growers' Guide, Winnipeg	34,335
Farmer's Advocate, Winnipeg	33,444
Farmer's Advocate, London	33,187
Farmer's Weekly Telegram, Winnipeg	30,800
Canadian Countryman, Toronto	28,533
Witness and Canadian Homestead, Montreal	22,808
Canadian Farm, Toronto	21,000
Ottawa Valley Journal, Ottawa	20,860
Weekly La Patrie, Montreal	20,000
Nova Scotian, Halifax	18,000
Farm and Dairy, Peterboro	17,780
Farmer's Tribune, Winnipeg	17,500
Weekly Sun, Toronto	16,927
Prairie Farm and Home, Regina	15,996
Central Canada Citizen, Ottawa	15,000
Mail and Homestead, Halifax	14,500
Weekly Mail and Empire, Toronto	10,498
Agriculturist, Summerside, P.E.I	5,700
S. W. Telegraph, St. John, N.B	4,775

MONTHLY FARM PAPERS

Journal of Agriculture, Montreal	100,835
Nor'-West Farmer, Winnipeg	30,000
Canadian Thresherman and Farmer, Winnipeg	26,532
Farm and Ranch Review, Calgary	21,195
Country Life in Canada, Winnipeg	20,589
Farmer's Magazine, Toronto	20,563
Canadian Poultry Review, Toronto	15,000
Canadian Horticulturist, Peterboro	12,023
Maritime Farmer, Sussex, N.B	10,664
Thresherman's Review, Toronto	7,800
Canadian Poultry News, Grimsby	5,500
Poultry Advocate, Toronto	5,000
Fruit and Farm, Vancouver	5,000
Succesful Poultryman, Vancouver	4,200
Saskatchewan Farmer, Moose Jaw	3,500
Fruit Grower and Farmer, Grimsby	3,500

A campaign of advertising in the above list of publications could be carried on at a cost of from $1,000.00 to $30,000.00, according to size and frequency of insertions.

It is not my intention to belittle the daily newspapers, which are acknowledged to be the greatest of all advertising mediums. It is rather my desire to show the possibilities of magazine and farm paper advertising in Canada—a field

which, while producing remarkable results for some wise advertisers, has been overlooked by many.

A careful study of the circulation figures given here will prove a revelation to those who have always been of the opinion that "there are no magazines in Canada worth mentioning."

RECENT ADS—GOOD AND OTHERWISE

By The Captious Critic

THE wave of horror which has swept over the civilized world as a result of the German policy of frightfulness has been felt in Canada to nothing like the extent it has in the Old Country.

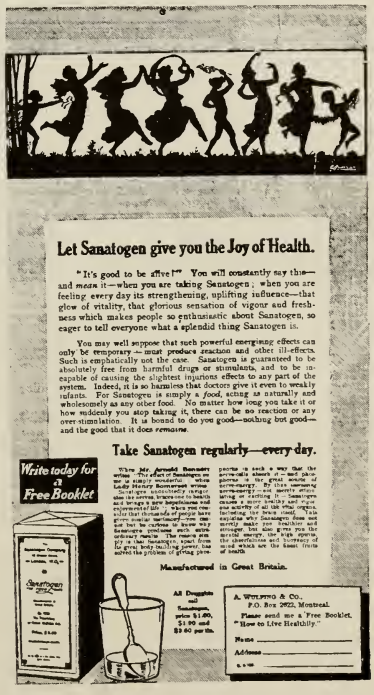
In Great Britain any product with a German name or of German origin has been relegated to the back shelf, the public demand for such articles having long since ceased to exist.

THE COOKED GOOSE STEP
(Grand March Past of the Not Wanted)
Boots
The CHEMISTS
Return to Germany of the Enemy's Shop-soiled Goods
COOKING THE GERMAN'S GOOSE

The Boots,—Cash Chemists,—ad is reproduced as a striking example of the kind of appeal that is certain to carry weight with the British masses, and this firm have not been slow to make capital out of popular sentiment.

The "Cooked Goose Step" introduces a new species of humor, but I venture to think that advertising of this description would be out of place in Canada.

The plea is to return to Germany or any suitable waste heap such products as Sanatogen, Formamint, Carlsbad Salts, Aspirin, 4711 Eau de Cologne and Lysoland and to substitute for them the well tested products of British


Let Sanatogen give you the Joy of Health.
Write today for a Free Booklet
Take Sanatogen regularly—every day.
Manufactured in Great Britain.

science, at reasonable prices, marketed by this well known firm.

Below this part of the advertisement is included a list of the British products in question, and I have not the slightest doubt that this advertisement in very generous space in a large list of papers has proven entirely effective.

I also reproduce a Canadian Sanatogen ad from a Montreal paper, which, although bearing the information that it is "made in Great Britain," does not seem to come under the ban here, although the firm name is unmistakably German.

Many Canadians still have but a hazy notion that the country is at war, and we have been unduly easy in permitting German products to be marketed, and alien enemies to wander at large in our midst since the war began.

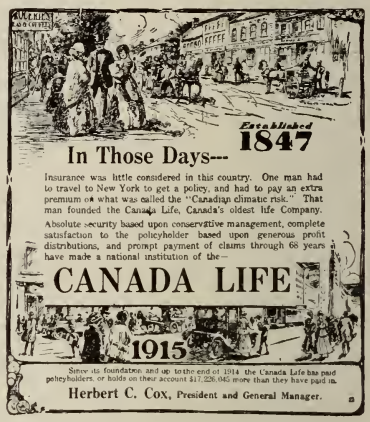
The complete suspension of all German trading will prove the quickest means to curtail the war, and even at a monetary loss, publishers carrying this Wulfing advertising might refuse it while the war lasts. It would show a patriotic spirit in no uncertain manner.

* * *

The Canada Life ad sets a very high standard in insurance advertising, and its chief value and attractiveness lie in the "news" interest contained in the first paragraph, and the really excellent and appropriate illustration.

Such little touches as this serve to grip the attention, and change a bald statement that the company has been in business for sixty-eight years into a really personal message.

There is little else than the statement that the Canada Life


Established
1847
In Those Days---
Insurance was little considered in this country. One man had to travel to New York to get a policy, and had to pay an extra premium on what was called the "Canadian climatic risk." That man founded the Canada Life, Canada's oldest life Company.
Absolute security based upon conservative management, complete satisfaction to the policyholder based upon generous profit distributions, and prompt payment of claims through 68 years have made a national institution of the—
CANADA LIFE
1915
Herbert C. Cox, President and General Manager.

has paid policy holders during that period so many millions more than they have paid in, that could be construed as an argument in favor of insuring with this company, but such good publicity as this will induce anyone at all interested to investigate this company's policies.

* * *

There is a chatty style about the Minister Myles ad that caught the Captious Critic's eye, and the way in which the argument in favor of this five dollar shoe is presented is distinctly a novel one.

Remarkable not because of fit, wear or looks. No, it has all these qualities. The remarkable part is that it only costs five dollars, and has everything found in a higher priced shoe.

The illustration of the leisured individual with the M. M. shoe

connects up with the idea that it is the shoe for particular people, and as such is a suitable one.

The Most Remarkable Shoe on the Horizon
Remarkable—not because it fits perfectly, or wears well, or looks smart. It has all those qualities—but so have other shoes that we all know of. The point is that most shoes that fit perfectly, wear well, and look smart, COST MUCH.
The Minister Myles $5.00 Shoe
doesn't. It costs $5.00. Therein lies its remarkable superiority. It is not the highest grade of shoe that's made—we ourselves make even better shoes, that sell at $6.00 and more. But at $5.00, there isn't anything on the market to touch the "Minister Myles."
Minister Myles Shoe Company Limited
109 Simcoe Street Toronto
Phone Adel 950
Also makers of the high grade Footwear sold under these brands: Beresford and Alva, at $6.00 and up. Vassar and Miss Canada, at $4.50 and up.
Sold in Toronto by
Jos. Darby, 350 Queen East.
Fit-U-Shoe Co., 1160 Bloor West.
Jos. Johnson, 470 Parliament Street.

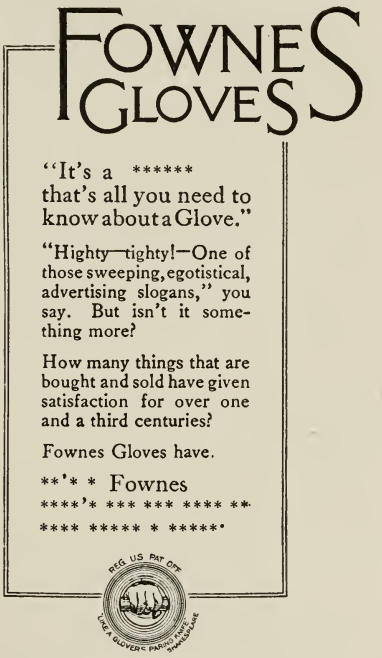
Then, again, the three local dealers have been well emphasized and the arrangement and typography are both good. But who was guilty of misspelling the word "Doesn't" in the second paragraph?

* * *

The Fownes ad reproduced, if it had appeared in the daily press, could rightly be found fault with, but clipped, as it was, from a recent issue of *Life*—a paper selling to a discerning class who can appreciate humor—strikes me as a most successful piece of publicity.

The problem of providing words to occupy the place of the stars is an easy one with the assistance given in the first paragraph, and the mere fact that a little mental exercise is required in its solution will only serve to impress the firm name more vividly in the mind of the reader.

Even in the States you will notice considerable value is attached to the longevity of the manufacturers, and the crisp conversational style of the entire ad just fills the bill in this particular medium.


FOWNES GLOVES
"It's a ******
that's all you need to know about a Glove."
"Highty—tighty!—One of those sweeping, egotistical, advertising slogans," you say. But isn't it something more?
How many things that are bought and sold have given satisfaction for over one and a third centuries?
Fownes Gloves have.
**'* * Fownes
****'* *** *** **** **
**** ***** * *****'
REG. U.S. PAT. OFF.
LIKE A GLOVE'S PARIS MADE

* * *

Judging by the illustration, Crawford Clothes do not stand the test, for the cannon shot seems to be making an awful hole in the coat.

Don't think for a moment I wish to detract from the possible superlative excellence of these garments—it is the fool illustration

and exaggerated claims in the ad that alone meet with my displeasure.

Was ever so absurd a statement as that the wear and tear of

Crawford Clothes Stand the Test
The wear and tear of modern life on clothes is just about as strenuous as that of the soldier on active service. Unless clothes are made of good material and strongly made the out-door knockabout life of Summer time soon make them look shabby—but not so if they are CRAWFORD SUITS. You simply can't beat a CRAWFORD SUIT at
Made to Order
$13.50
Made to Order
It will stand the toughest kind of usage and always keep its shape, because the materials are all-wool and the thread and linings the strongest and best money can buy. You've suit will wear till you're heartily tired of it. These $13.50 suits to-measure are the greatest value in Canada.
All the new materials are shown. Immense stock to choose from, imported for our new store just opened.
CRAWFORDS, LIMITED, 315 YONGE STREET, Opp. Agnes Street.
Out-of-town customers write for samples of cloth, self-measurement forms, and rules for measure.

modern life on clothes is just about as strenuous as that of the soldier on active service!

There are, however, arguments in the ad that might have been made much more of—the quality of the linings and materials, for example, which withstand rough usage and keep the clothes in shape.

So many advertisers nowadays seem to think that all that is required is to picture a soldier, or a gun or a battleship and presto, the gullible public are bound to fall for any statements made.

* * *

The "2 in 1" shoe polish manufacturers have been using generous space of late in a variety of media to popularize their black, white and tan varieties.

This is general publicity of the widest kind, and if the Dalley people have perfected their distribution, it should reap a harvest in increased sales.

Each ad in strong black and white carries a striking illustration making it hard to miss, and the only suggestion I can offer is the inclusion of a paragraph intimat-

"Dat sho'ly am SOME Polish"
10 cents
2 IN 1
Shoe Polishes
BLACK-WHITE-TAN
THE F. F. DALLEY CO., LIMITED, HAMILTON, CAN., BUFFALO, N. Y.
Sold by dealers everywhere—in the "Easy-Opening-Box"

ing that no ingredients harmful to the leather are employed in the manufacture of "2 in 1."

* * *

The mind of an orderly man is often a row of empty pigeonholes.

* * *

You can't crowd ambition. If you catch up to it, it wasn't ambition, but desire.

BUSINESS LETTER WRITING

By P. H. P. in Store Topics

TO any one who does not like letter-writing it can become about the hardest work under the sun, which, of course, is equally true of anything that is particularly distasteful to us. This dislike, it must be admitted, is largely due to our consciousness that we do not do such work with credit to ourselves, and it seems too much trouble to remedy the shortcoming.

If the ability to express one's self easily, clearly, and briefly does not come naturally, it is well worth cultivating, not alone for personal gratification, but as an actual business asset. To try to dispose of the question by saying that letter-writing is not the part of the work for which the firm pays, is a short-sighted view of the matter. If there is any occasion to write to the firm's business connections or customers, it is, of course, as the firm's representative, and it is a reflection on the firm if such letters are poorly expressed.

There is a certain restraint and dignity that properly belongs to the correspondence of a firm of the size and standing of this one, but it is not gained by repetition of the cut-and-dried phrases so persistently used: "We beg to say," "We would ask," "Regarding the same," etc.

Modern methods that have done so much toward the elimination of waste from factory and office have affected business correspondence also, but there is still a surprisingly large field for improvement. The circumlocution that was once considered impressive and proper in a letter, progressive opinion now considers out of date, a waste of words and of time. The direct manner of expression need not in any way affect the courteous tone of a letter and it undeniably sounds more business-like. For example, "We beg to acknowledge receipt of your valued order of February 23 for ..... Same has been booked and we would ask you to accept our thanks for same, which will have our prompt attention," appears cumbersome in comparison with,

"Your order of February 23 for ....., for which we thank you, has been entered and will have our prompt attention."

In answering a communication the date of that communication should usually be mentioned, but it is better to bring it in informally, not as a bald statement such as "Yours of the 30th received," but something like this:

"The goods referred to in your letter of March 30th were shipped March 15th and as tracer has been entered for them, delivery should be made to you very soon."

The words "will" and "shall" are constantly misused, so that the general rule should be borne in mind and applied where there is any doubt. "Will" regularly follows "you," "he," "it," and "they." "Shall" follows "I" and "we." It is therefore *not* correct to say: "I will be pleased," "We will be glad," "It shall have attention." It *is* correct to say: "I shall be pleased," "We shall be glad,"

"The order will have attention." "Will" is much more frequently misused than "shall."

One of the bad habits in letter-writing that is hardest to break is the use of worn-out concluding phrases like "Thanking you in advance," "Trusting this will be satisfactory," etc. These and similar forms have been repeated so endlessly that they have become meaningless and should be omitted. If the body of the letter is properly worded, there will be no curtness from leaving out these hard-worked words.

The best complimentary close is the simplest one— "Yours truly."

Some letter-writing "Don'ts" that some time ago appeared in *System* are worth reprinting here:

"Carefully avoid such words and stock phrases as 'beg to acknowledge,' 'beg to advise,' 'beg to inquire,' etc. Don't 'beg' at all.

"Don't say 'kindly' for 'please.' Avoid 'the same' as you would a plague.

"Don't write 'would say.' Go ahead and say it.

"Don't say 'Enclose herewith.' 'Here-with' is superfluous.

"Don't 'reply' to a letter, 'answer it.' You answer a letter and reply to an argument.

"Don't use a long or big word where a short one will do just as well. For example: 'begin' is better than 'commence,' 'home' or 'house' better than 'residence,' 'buy' better than 'purchase,' 'live' better than 'reside,' 'at once' better than 'immediately,' 'give' better than 'donate,' 'start' or 'begin' better than 'inaugurate.'

"Carefully avoid even the appearance of sarcasm.

"Never use the first pronoun 'I' when writing as a company; 'we' is the proper pronoun. Where a personal reference is necessary 'the writer' may be used, but even this should be avoided wherever possible.

"Don't forget that certain small words are in the language for a purpose—'and', 'the,' 'a' are important and their elimination often makes a letter bald, curt and distinctly inelegant."

THE "MADE-IN-CANADA" MOVEMENT

(*Continued from page 11.*)

of course, always be the first determining factors; then we have got to give the people what they want, (and they will want what they know and learn about through advertising in one or the other of its many forms).

Perhaps, also, Eaton's campaign last winter, when they undertook to sell Made-in-Canada goods at "no profit" in order to keep factories running, etc., etc., was a big factor in your analysis of the situation, causing you to conclude that "Made-in-Canada" is not good business.

I believe that you will agree with me that there is a greater tangible thing of real and very pronounced value in connection with this patriotic movement.

Yours sincerely,

(Signed) CHAS. C. NIXON

Vice-president,

Continental Publishing Co. Limited

MEN AND MEDIA

NEW YORK friends of Herbert S. Houston, first chairman of the National Educational Committee of the Associated Clubs, expect to present his name at the Chicago Convention for president of the A.A.C. of W.

It is expected that Harry Tipper, president of the Advertising Men's League, New York, and also president of the Association of National Advertisers, will present Mr. Houston's name.

Mr. Houston is vice-president of Doubleday, Page & Company.

* * *

Herbert N. Casson has been elected president of the Publicity Club, London, and in a speech accepting the honor, advocated a membership of 1,000.

* * *

Don Tuck, until recently editor of ECONOMIC ADVERTISING, has enlisted for service with the 35th Battalion, Canadian Expeditionary Force. On the eve of his departure for the Camp at Niagara, he was presented by his friends in the office with a Waltham military wrist watch.

* * *

Mr. E. B. Curzon has severed his connection with the Toronto *Star*, to go into business for himself at 332-334 Craig St. W., Montreal. Mr. Curzon has been for three years in charge of the photo engraving and art department of the *Star*, and the name of the new firm will be The Montreal Engravers.

JAMES NIMMO SCOTT

Killed in action, May 20th, 1915.

It is with the deepest regret that we have to record in this issue the death of James Nimmo Scott, formerly treasurer of *Canada Monthly*. Almost immediately after war was declared, "Scotty"

(as he was familiarly known to a host of friends), volunteered for service with the 90th Winnipeg Rifles, in which regiment he held a commission as lieutenant.

On the eve of his departure to join his regiment at Valcartier, a few of his intimate friends gave him a presentation and dined him at the American Club, Toronto. Just a few days after he had been appointed captain of his company, the sad news of his death was received.

Captain Scott was born at Pt. Edward in June, 1886, educated at London, after which he was associated with the *Farmer's Advocate*, and was made accountant in the Winnipeg office of that publication.

He was one of the original charter members of the company which launched the publication *Canada West*, now *Canada Monthly*. He was secretary of the company for a number of years, and latterly treasurer. Early in 1912 the head office of *Canada Monthly* was moved to London, and the accounting department to Toronto, where Capt Scott lived up to the time of his departure.

"Scotty" will be missed by a large circle of friends whom he had made by his happy disposition and pleasing personality.

* * *

Lydiatt's Guide to What's What in Canadian Advertising, 1915 edition is out, and should be in the hands of every advertising man. It is brim full of useful information and entirely free from padding or "hot air." It contains just the information that an advertising man tries to keep around his desk and fails to find when it's wanted. There is scarcely any question connected with Canadian advertising that this booklet does not cover in a concise and satisfactory manner.

* * *

Eight members of the Calgary Ad Club are at the front, on active service in the European war.

* * *

A new paper in Winnipeg is called *War Cartoons*. Offices are in the Chamber of Commerce Building.

* * *

Mrs. Madge Townsend Yohan, for a number of years connected with the Madison (Wis.) *Democrat*, is now on the staff of the Montreal *Daily Mail and Evening News*.

* * *

Frank Jones, manager of the service department of *Le Soleil*, Quebec, and formerly advertising manager of the Paquet Co., Ltd., will attend the Chicago Convention of the A.A.C. of W., in company with Mr. Gagnon, manager of *Le Soleil*. Mr. Jones and Mr. Gagnon will worthily uphold the reputation of Old Quebec as a progressive advertising centre.

* * *

George A. Martin, late of the Berlin (Ont.) *Telegraph*, is now connected with the Stratford (Ont.) *Herald*.

* * *

Owing to illness, John M. Imrie, Manager of the Canadian Press Association, has been

granted leave of absence for six months. A. R. Alloway, former editor of *Printer and Publisher*, has been appointed assistant manager for a term of six months, and will carry on the work of the central office under Mr. Imrie's supervision. We join with our readers in wishing Mr. Imrie a speedy recovery.

* * *

Charles T. Pearce, formerly general manager of the Toronto *News*, has been appointed to succeed Mr. W. B. Somerset as the Toronto manager of A. McKim Ltd. advertising agency.

Mr. Somerset has been moved to the Montreal office of the McKim agency.

* * *

Truman A. De Weese, director of publicity for the Shredded Wheat Company, is being congratulated on the appointment of his son Wade to the United States Naval Academy at Annapolis. The appointment of Wade De Weese is received with general satisfaction.

* * *

G. H. Tyndall, advertising manager of the Regina *Leader*, was a recent caller at this office. We regret to learn that his visit was occasioned by the sudden death of his father.

* * *

Among the Canadian newspaper men who have enlisted with the Canadian Expeditionary Forces is R. F. Parkinson, managing director of the Ottawa *Evening Journal*, who holds the rank of major, commanding No. 1 Company of the 38th Royal Ottawa Regiment, which corps is leaving at the end of May for service in France. Major Parkinson has been on the staff of the Ottawa *Evening Journal* for the past seven years, previous to which time he was connected with daily newspapers in Montreal and Woodstock.

* * *

J. A. McKay, owner of the Windsor *Record*, and Mrs. McKay, celebrated their silver wedding recently with a bridge and military euchre party for sixty guests, given at the country club.

* * *

The Stratford *Herald's* management has undergone are organization following the retirement of W. S. Dingman. The officers of the company are now, president, L. H. Dingman, who is also head of the St. Thomas *Times;* manager and treasurer, M. F. Dunham; secretary and director, George M. Dingman; and editor, Ross Keane.

* * *

The will of the late Senator Robert Jaffray shows an estate valued at $400,425, and is divided between William G. Jaffray, Toronto, and Rev. Robert A. Jaffray, a missionary in China, both sons, and the daughters: Mrs. Elizabeth Cameron, Toronto, and Mrs. Eaton, widow of Christopher Eaton, of Owen Sound.

* * *

The Regina *Standard* Publishing Co. plant was damaged to the extent of $9,000 by fire recently.

* * *

DeWitt G. Saltsman, well known New England newspaper and ad-

vertising man, has been appointed manager of the Montreal *Daily Mail* and the *Evening News*, two papers which have set a new standard for quick development in Canadian journalism.

* * *

J. K. Falconer has resigned as circulation manager of the Regina *Leader* and is now connected in a similar capacity with the Saskatoon *Phoenix*.

* * *

J. Miller, a representative of the Ontario Department of Agriculture, has succeeded A. L. McCredie of the *Canadian Countryman*.

Mr. Miller was formerly agricultural editor of the Ottawa *Citizen*.

* * *

N. R. Perry, for several years manager and editor of *Men's Wear* and *Ready-to-Wear* has accepted the management of *Clothier and Haberdasher*, the well known Gagnier trade publication.

* * *

The death of Sylvester H. Lundy, for 45 years editor and proprietor of the Aurora *Banner*, took place recently after an illness extending over several weeks.

* * *

Clarke E. Locke, till recently parliamentary representative of the Toronto *World*, and formerly with the Toronto *News* in the same capacity, has been appointed secretary of the Ontario License Board. Mr. Locke is past president of the Toronto Press Club.

Owing to the illness of President W. M. O'Beirne of the Canadian Press Association, Hal B. Donly will act in this capacity for the remainder of Mr. O'Beirne's term.

* * *

The printing offices of the Bobcaygeon *Independent*, a journal far-famed in Ontario journalism, were totally destroyed by fire on May 19th. The *Independent* made itself famous by the articles written under the *nom de plume* of "Mr. Smiff," which were widely reproduced throughout Canada.

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"Quality"

This is a word sometimes used in connection with newspaper circulation and is usually advanced as a mysterious, intangible "something" that will offset lack of quantity.

Quantity and quality, as far as the daily newspaper is concerned, go together—in this way—

The daily newspaper carries the news of the day—as far as possible, all the news. That is something that interests every person.

So, any daily paper of any importance, appeals and goes, to all kinds and conditions of people.

Any advertiser who wants "Quality" circulation in Toronto will, undoubtedly, secure the greatest amount in the newspaper which has the greatest circulation in Toronto.

The Evening Telegram has a circulation in Toronto, at least, 25,000 greater than any other paper. With a total daily average circulation of 92,922 it concentrates in Toronto a circulation of 87,288 and of this over 65,000 copies are distributed daily through newsdealers. Such circulation is generally known as home or "quality" circulation.

So if you want to reach Toronto people, or any class of them, it can be done more effectively through the paper which has the greatest circulation in Toronto—and that is—

THE EVENING TELEGRAM

TORONTO - - - CANADA

TO THE CANADIAN MANUFACTURER

Will You Take a Solo Part?

IF the Made-in-Canada movement is to have permanency and be something more than a convenient chorus—it can only be accomplished by the individual manufacturer giving publicity to his own product.

One publisher states the present position of the movement thus—

> *"The tendency of many new advertisers, and even some of the older ones, is to stay with the chorus rather than to take individual solo parts for themselves."*

Will *you* take a solo part?

Our business is to advise manufacturers as to *whether* they can advertise—to show them *how* to advertise—*where* to advertise—and by *what methods*. We cover the whole field of advertising effort.

Call in J. WALTER THOMPSON CO. Correspondence invited.

J. Walter Thompson Co. Limited

Advertising Agents

Lumsden Building, Toronto

Phones: Main 329 and 330

Economic Advertising

A Monthly Magazine for Canadian Advertisers

VOL. 8 JULY, 1915 No. 7

THE Chicago Convention of the A.A.C. of W. will be memorable for three great achievements:
(1) The Adoption of a Financial Plan for carrying on the Constructive Work of the Association, (2) The acceptance of the Standards of Practice by the Daily Newspaper Conference, and (3) the movement to extend the Influence of the Association into every town and village of the world.
Herbert S. Houston was elected President. Philadelphia was chosen as the next Convention City.

HERBERT S. HOUSTON,
PRESIDENT-ELECT,
A.A.C. OF W.

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A New Note in GLOVE Advertising

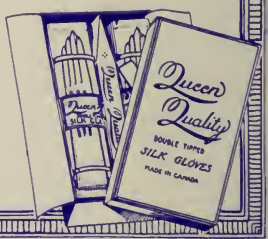
THERE are many ways of advertising gloves, but this particular way had never before been thought of—or if it had, no one had ever tried it out. ¶ When this client invited us to submit a plan for advertising

Queen Quality
SILK GLOVES

it was distinctly understood that, in order to get this business, we must originate something strong and striking—something that would compel attention and at the same time be in keeping with a high-class product such as this. ¶ After a careful study of the product—its manufacture and its outstanding features—it was decided to submit a series of educational advertisements, each of which would emphasize a certain talking point while at the same time driving home the main argument, that "Queen Quality" Silk Gloves are made from the finest grade of silk, imported from Japan in the raw, woven in Canada, and finished in large airy workrooms by expert and robust Canadian girls. ¶ Each illustration was made to tell a part of the story—just enough to arouse curiosity regarding the text, and to make sure that the copy would be read. ¶ Our plan was accepted, and the evidence of its success may be found in the fact that of our long list of satisfied clients, none are more enthusiastic than the proprietors of the St. Catharines Silk Mills, Limited, makers of "Queen Quality" Silk Products.

¶ Of course, no two propositions are alike. What would suffice for one advertiser might fail in the case of another. ¶ It is our business to know how best to apply the power of publicity to any product, under any given set of conditions.

¶ We make no charge for plans or suggestions.
¶ Write, or phone Adelaide 2231, for interview in your office or in ours.



NORRIS-PATTERSON,
Limited

Advertising Agency
MAIL BUILDING - TORONTO

Queen Quality
Queen Quality
Queen Quality

GETTING ORDERS FROM DEALERS.

THE following letter just received from a prominent advertiser in EVERYWOMAN'S WORLD speaks for itself—the name of the firm will be given on request:—

¶ "We are unable in our general advertising to check up results, but "we know that the people read "Everywoman's World, so that "we know results are coming to "us indirectly. With all the advertising we have done the writer "can recall but a very few instances in which inquiries have "come direct to this office, and "nearly fainted a month ago when, "on receipt of a letter from a "dealer in a small town, where we "hardly thought . . . . . was "known, stating that he was in "the grocery business and wanted "a crate of . . . . . on account "of having seen our ad in Every-"woman's World.

¶ "We know that users of . . . . . "are reading your magazine, and "that the demand for our goods "is increasing through the retail "grocers."

¶ Doesn't this demonstrate that the retail dealer, like other mortals, is very susceptible to the right kind of advertising?

¶ He's in business to sell, not only what his customers ask for, but to suggest articles that he knows they would be glad to purchase if brought to their attention.

¶ Like other men, the retail dealer reads his wife's magazines. He may not let anybody see him do it—but he will even study the fashion pages.

¶ That a very large percentage of men read and buy articles advertised in Everywoman's World has been demonstrated over and over again by the results obtained from advertisements written to appeal directly to men.

* * * * *

THE foregoing incident suggests the great new market in the small towns and rural places that has been opened and made available to your goods through Everywoman's World. Here are the figures:

Cities, towns, etc. Population.		Paid-in-Advance Subscribers.	% of total Circul't'n
Above	100,000	10,628	13.058%
"	50,000	4,810	5.922%
"	10,000	7,857	9.653%
"	5,000	1,870	2.297%
Below	5,000	56,222	69.08 %

Sworn circul'tn for May, 81,387

¶ In every case these homes are the ones that you would choose in the community—the grocer's wife, the general merchant's wife, the minister's wife, the doctor's wife, the school teacher, and the well-informed, well-to-do people generally, are the subscribers to Everywoman's World.

¶ The results secured by advertisers in Everywoman's World are highly satisfactory to them—several have received results almost incredibly large.

¶ The advertising department of Everywoman's World will be glad to show data of results obtained in specific cases—will be pleased also to have you write direct to their advertisers.

¶ Ask your agency about Everywoman's World, Canada's Great Home Magazine.

¶ For those of our patrons who desire it we render a complete service, including everything pertaining to advertising, art, printing, dealer co-operative work, and, where desired by our patrons, we mail literature, etc., from our offices. Particulars on request from

Chas. C. Taylor

Vice-President and Advertising Director,

Continental Publishing Co., Limited,
62-64 Temperance St., Toronto.

My Impressions of the Chicago Convention

Written Specially for Economic Advertising by

GEORGE W. COLEMAN

HAVING just returned from Chicago, I am glad to send you a word or two as to my impressions of the Eleventh Annual Convention of the Associated Advertising Clubs of the World.

I viewed the great convention as one who was thoroughly familiar with the inner workings of the institution and as one who had seen it develop every step of the way during the past five years. The contrast in growth, solidity, power and reputation between the convention in Omaha in 1910 and the Chicago Convention of 1915 is very striking indeed. 4100 delegates registered, paying their fee of $2.50 each, thus insuring $10,000 for the National Treasury, where five years ago there was nothing from this source. The largest previous registration (in Toronto) was less than 1800 delegates.

At Omaha all the meetings were general sessions of an inspirational character, with not a single departmental meeting. In Chicago the twelve Departments, representing all the great phases of advertising, were the backbone of the Convention. The newspapermen for the first time organized in a Department, with Lafayette Young, Jr., of the Des Moines (Iowa) Capital, as its leader. Although the work of the National Commission, which co-ordinates all these Departments, is only in its infancy, the strong men who have identified themselves with this new phase of the National Organization give ample assurance of its final success and ever widening usefulness.

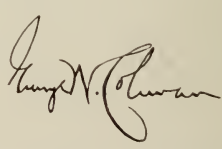
Chicago did herself proud in every respect, and the Chicago men passed all bounds in their devotion, sacrifice, courtesy and splendid accomplishments in the interest of the Convention.

The National Organization, which five years ago had an income of $4,000 or $5,000 and employed only a part of the time of one man, will have this year an assured income of $25,000, with the possibility of $25,000 more, and will have the entire services of two highly trained men—one as General Manager, P. S. Florea, and another as Editor of Associated Advertising, Carl Hunt—with Frank E. Morrison, one of the ablest of publication advertising managers, giving most of his time to building up the advertising patronage of the National monthly.

The fact that President Herbert S. Houston was elected by acclamation and the next Convention city chosen without opposition, shows how completely politics has been eliminated, in contrast with the earlier days when politics was the chief interest of the Convention.

Those who have toiled and sacrificed in the interest of Advertising Club work during the past ten years must have been highly gratified with what they witnessed at Chicago. It is no small satisfaction to see the labor of one's hands prospering so splendidly under successive leaders.

Yours sincerely,



Economic Advertising

Published in the interests of " more and better advertising "

Subscription Price, $1.00 per year, 10 cents the copy.

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00
	Per Year		Per Year
Front Cover	$500.00	2nd Cover	$225.00
Back Cover	300.00	3rd Cover	225.00

Condensed Rates, 3 cents a word ; Minimum, One Dollar.

NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto

Vol. 8. Toronto, July, 1915 No. 7

STRAIGHT TALKS

ENLIGHTENED SELFISHNESS

THERE is a growing tendency on the part of many employers to give some consideration to the welfare of their employees. This attitude has been described as "Enlightened Selfishness," or "Profitable Unselfishness." It would be difficult to say which term best fits the case, but the fact remains that the contented worker is more profitable than the grouch.

Welfare work is now an important part of many a large manufacturer's duty, and it pays—handsomely. Some manufacturers have carried the principle a step further, and are practising the Golden Rule in all their dealings with the trade. A notable example is found in the present advertising campaign of a large American milling concern. This company is using space in a big list of dailies throughout the South, with the object of inducing people to pay their grocers promptly. Under the caption, "Pay Your Grocer First," is appearing a series of heart-to-heart talks, urging the importance of paying the grocer's bill. The ads are unsigned but the milling company is shouldering the expense. This is decidedly good business—it may not be directly responsible for a largely increased volume of orders, but it cannot fail to win the good-will of the trade, and indirectly benefit the advertiser out of all proportion to the cost of the campaign.

OPPORTUNITY

The opportunity to develop the opening market in the Peace River Country has now arrived with the pushing to completion of railway facilities. This market can be commanded by the Manufacturers who immediately and persistently keep their products before the new settlers through the

EDMONTON JOURNAL

(Branch Canadian Newspapers Limited)

Edmonton, A

6,000 SOLDIERS

Are in camp in Calgary. This means an additional payroll of over $200,000 a month.

ADVERTISE YOUR GOODS WHERE THERE IS MONEY TO BUY THEM

THE HERALD

Has the largest sworn paid in advance circulation of any paper between Winnipeg and Vancouver.

WRITE FOR RATES

The Herald Publishing Co.
Limited
CALGARY, CANADA

Daily Weekly

Eastern Representative, E. J. GUY, Canada Life Bldg. King St. W., Toronto

The Circulation of

THE EVENING RECORD

(WINDSOR)

Exceeds 9,000

Advertising Rates are:—

Under 1,000 lines	-	3c. per line
Over 1,000 lines	-	2c. per line
Over 5,000 lines	-	1¾c. per line
Over 10,000 lines	-	1½c. per line

10 to 16 Pages

John A. McKay, Publisher

When advertising in Western Canada always include

The Saskatoon Phoenix

(Member of A.B.C.)

Saskatoon is the centre of 48,000 square miles of the best farm land in Canada. More acreage than ever before is now in crop and the prospects never looked brighter for a big harvest. What does this mean to advertisers ?

The people of Northern Saskatchewan will, according to present quotations for wheat, have more money in hand than they ever had in the history of the country—and will spend it. The Saskatoon Phoenix reaches these people. Its detailed circulation shows nearly 13,000 daily and on Saturdays over 15,000. The Phoenix is the old, reliable, pioneer paper, and no other publication has ever been able to override it in its field.

EDGAR J. GUY
Eastern Canada Representative, Canada Life Bldg., Toronto

PAY NOW

THE "Buy it Now" campaign, which has swept over the country with more or less beneficial results, is now to be superseded by another campaign, which has for its slogan, "Pay Now," if the suggestion of a member of the Toronto Board of Trade is adopted. It is one thing to "Buy it Now"—but quite another to "Pay Now." If all who are in a position to pay cash for their purchases would bear in mind that the cash basis of selling enables the merchant to take all his discounts and sell at a lower price, it would help to improve conditions all round.

It is said that a Toronto garage keeper nearly fainted the other day when a business man took out his purse to pay cash for repairs to his automobile on the same day the work was completed.

Even at the risk of overworking the Emergency Hospital ambulances, the suggestion is well worth acting upon. It would at least give more work to the garage repair shops.

A LESSON FROM THE WAR

THE British War Office succeeded in raising an army of 3,000,000 men in six months through advertising. Could there be a stronger proof of the power of publicity? Over in England, the business men are profiting by this lesson, and Angus Watson, of Skipper sardine fame, is responsible for the statement that his company is actually doing a larger business during the war than ever before. Mr. Watson does not consider advertising as an expense, but rather as an asset. In an article appearing in a recent issue of *The Daily Chronicle*, he wrote: "All the costs of manufacture and distribution are regulated by the volume of trade done. Double your trade, and you may halve your working costs. Spend a quarter of the whole working costs of your business for one year in advertising in the second year, and you will probably be able to show an actual saving in your total percentage at the end of the third."

Pretty strong stuff for a conservative advertiser to swallow, and yet it is a fact that some of the world's greatest advertising successes have been made in just that way. Sears-Roebuck & Co., the mammoth mail order house of Chicago, was started in a small building, and every dollar that was made out of the business for the first few years was put right back into advertising, with the result that in less than twenty years the annual volume of business was close to fifty million dollars.

FORTUNES FROM ADVERTISING

IN 1894, C. W. Post commenced the manufacture of Postum Cereal Coffee, and other food products, on a commercial scale. At the time of his death, just twenty years later, he left a fortune of twenty-one million dollars. Other notable examples of fortunes

Hardware *and* Metal

—an investment, not an expense

If you were to ask a dozen successful Canadian hardwaremen, at random, to name their favorite trade paper, it is more than likely they would ALL say "Hardware and Metal." The older ones would probably tell you that they had been subscribing to "Hardware and Metal" continuously for more than a quarter of a century.

THOUGH subscription discontinues have always been very light on HARDWARE AND METAL, this year they are 15% less than the same period last year—a remarkable showing in view of the wide spread policy of "Cutting down Expenses"—a proof that Canadian hardwaremen regard their trade paper as an investment rather than an expense.

The "Staying Power" of HARDWARE AND METAL subscribers is evidenced in the fact that of the many hardware merchants whose names are found in the casualty list of Dun's and Bradstreets but few are HARDWARE AND METAL subscribers.

Considering the thoroughness with which HARDWARE AND METAL covers the Canadian hardware trade, this also is a remarkable showing. It is evident that hardware merchants who read HARDWARE AND METAL are trained to be better business men—the kind who may be depended upon to meet their obligations promptly.

They are the kind of men with whom you, as a manufacturer of hardware, are anxious to do business. Don't you want to introduce yourself to them through HARDWARE AND METAL's advertising pages? Let us help you to work out a campaign that will strengthen your sales organization just where it needs to be strong.

"CANADA'S ONLY HARDWARE WEEKLY"

Sample copy and rates gladly furnished.

THE MACLEAN LIST

Each one of which covers its field very thoroughly—

Maclean's Magazine	**Printer & Publisher**	**Bookseller & Stationer**
Farmer's Magazine	**The Financial Post**	**Canadian Machinery**
Canadian Grocer	**The Power House**	**Hardware & Metal**
Sanitary Engineer	**Dry Goods Review**	**Canadian Foundryman**
Men's Wear Review	**Marine Engineering of Canada**	

Specimen copies and advertising rates sent on request

The Maclean Publishing Co. Limited

143-153 University Ave., Toronto

ALSO AT

MONTREAL WINNIPEG NEW YORK BOSTON

CHICAGO, CLEVELAND AND LONDON, ENG.

from advertising are:—James Epps (Epps Cocoa), who left an estate of three and a half million dollars; F. B. Benger (Benger's Food), two million dollars; J. C. G. Mellin (Mellin's Food) half a million dollars; G. T. Fulford (Pink Pills) six and a half million dollars; J. J. Colman (Colman's Mustard), three million dollars; Thomas Beecham (Beecham's Pills) half a million dollars; A. B. Scott (Scott's Emulsion) three quarters of a million dollars.

These men knew the value of advertising. Every one of these brands is a household word in millions of Canadian, American and European homes. There are scores of other brands that may be "just as good," but how is that going to help the manufacturer if the people don't know it?

WHAT THE PEOPLE WANT

PUTTING yourself in the buyer's place, when writing copy, seems such a simple and necessary thing to do that it might almost appear superfluous to mention it. And yet every day we stumble on advertisements that fail to get across, simply because they were written from the wrong angle.

A large manufacturer of bathroom fixtures recently found that by talking up the fine points of his product, such as the superiority of the nickel-plating, etc., he failed to win the favor of the public for his line—but, when he started talking *appearance*, beauty and neatness, his advertising began to pull. People don't want to read a treatise on plumbing—or weaving—or baking. They don't give a whoop how a thing is made, so long as it looks well, wears well, smells good, tastes good or feels good. An appeal to logic and common sense is seldom, if ever, productive of best results. More money is spent for the gratification of the five senses than for any other purpose. Why do people buy musical instruments—pianos—phonographs? To gratify their sense of *hearing*. Why do they buy flowers—perfumes—pictures? To gratify their senses of *smelling* and *seeing*. Why do they buy candies—cakes—pies—and other indigestible confections? To gratify their sense of *tasting*. And why do they buy silk underwear, down pillows, and Ostermoor mattresses? Because these things satisfy their sense of *feeling*. Copy that makes a strong appeal to the senses is bound to be successful, because it's *human interest* copy of the most subtle kind—pleasing, tempting, *irresistible*.

ADVERTISING AND PROGRESS

IT is estimated that the whole world's advertising appropriation is approximately $6,000,000,000 a year. When we consider that advertising is no longer a gamble, but is based upon certain well defined principles that ensure profitable returns, we can form

What You Want—
When You Want It

Our job printing plant is equipped and manned for just the purpose expressed in the above headline.

Whether your printing needs are for a small folder with all copy and designs supplied by yourself or for a large trade catalog with all designs, copy and cuts to be supplied by us, we are equal to the occasion.

And we are equal to all occasions between these extremes.

Give us a trial and you will experience the highest degree of satisfaction with our service.

PHONE, WIRE OR WRITE TO

Acton Publishing Co., Limited

Corner Queen and Gwynne Avenue
TORONTO

TEL. PARKDALE 4171
Jas. Acton, President

MONTREAL: 13 Coristine Bldg.
J. J. Gallagher, Managing Director

some faint idea of the colossal volume of business produced by such an expenditure. Wherever we find trade and industry developed to a marked degree, there we find large advertising appropriations. Advertising and progress are inseparable. Advertising creates a demand and points out the means of satisfying it. The progress of any nation depends upon its ability to discover new wants and to supply the wherewithal to satisfy them. The industrial, commercial and social status of a nation or community may be readily gauged by its use, misuse or neglect of the power of publicity.

THE FORCE OF EGOTISM

"IF it wasn't for us," said the wheels to the chassis, "the rest of you couldn't go far. We not only support all of you, but how well we do it—with what little friction."

"Perhaps you might mention," said the transmission, "that it is only through me that you turn around. You couldn't move a fraction of an inch on your own volition; we communicate the ability that makes you turn around."

"And who drives you?" said the piston-rod. "I should like to know what any of you could do without me. I'm the main guy."

"Which amuses me immensely," said the cylinder ring. "If I were not perfectly adjusted you'd easily lose half your strength; if I were not on the job constantly none of you could get a move on."

"And who presses you together and makes your compression?" asked the cylinder.

"And who goes off at the right moment and sends you forward?" said the gasoline vapor.

"And who sends you off?" said the electric spark.

"Me," said the switch button.

"But seriously, friends, while the glory belongs to all, the fact is we were thought of by a man——"

"Which I put up," whispered the protoplasm.

At which the sun, fanning himself vigorously, was inclined to smile.

"Sometimes," he spluttered to himself, "I really believe it is not necessary for me to keep all those atoms going; once having started them, they move along just by the force of their own egotism."—*Life.*

THE SEVEN AGES

Of man have recently been tabulated on an acquisitive basis, as follows:—

First Age—Sees the Earth.

Second Age—Wants It.

Third Age—Starts to get it.

Fourth Age—Decides to be satisfied with half of it.

Fifth Age—Becomes still more moderate.

Sixth Age—Now content to possess a six feet by two feet strip of it.

Seventh Age—Gets that strip.—*Impressions.*

Where there is a Farm —there is a Home

—obvious, yes, but too often overlooked in national advertising to women. YOU should not overlook the Farm women.

It is a pretty generally acknowledged fact that women buy about 70% of all things purchased for the home. This is particularly true in the farm home where the farmer's wife is right on the job with her husband in the farming business.

A recent canvass showed that in 94% of the homes

Canadian Farm

A WEEKLY AGRICULTURAL JOURNAL FOR THE DOMINION

enters, the women read this paper. Consequently we devote from five to six pages, on an average, each week, to editorial matter of interest to the better half of our farm families.

And we have further proof if you need it, of the women interest in Canadian Farm. During 1914 our orders for dress patterns, from moderate displays in this paper, totaled over 2,300—more than 40 orders per week throughout the year!

It will pay you to make the most of the opportunity this suggests. We are pleased that "St. Lawrence" and "Redpath" sugars are advertised to Canadian Farm's housewives—now where's "Lantic"? Jaeger woollens are advertised here, why not Dominion "Magog" Cottons?

We suggest you size up YOUR proposition and for rates and detailed circulation information, address us at

181 SIMCOE STREET, TORONTO, ONT.

ADVERTISING TO THE FARMER

Wise Advertisers Will Cash in This Fall as a Result of the Unprecedented Prosperity of the Rural Districts of Canada.—Some First-hand Information on the farmer's Habits, Needs and Attitude Towards Advertising.

By Kenneth S. Fenwick

THE farmer of to-day is a keen business man. If you don't believe it, take a little trip to the country and visit him in his own home. You'll find him not only cordial and hospitable, but "smart as a whip." Just why the city dweller should imagine that the comic supplement pictures of farmer Si. Perkins are any more true to life than the cartoons of the attenuated individual with the loud checked suit, high collar and dinky straw hat, the acquiline nose and effeminate mouth, from which the head of a walking cane is seldom withdrawn, that represent the city chap, is a mystery.

We look upon the proprietor of a little two by four office building in the business district as a magnate, while the farmer, whose real estate holdings are frequently worth as much or more in real money, is too often classed as a "rube."

As a matter of fact, the farmer is a much more shrewd buyer than the average city dweller. It has been said that the most gullible people in the world are to be found right on Broadway, New York City, which is popularly supposed to be the centre of business experience.

The Canadian farmer reads his farm paper, just as the Canadian manufacturer reads his technical paper or the Canadian retailer reads his trade paper, to find out how to make more money. He is always ready to read and weigh the claims of the advertiser who sets out to capture his trade. As he does not receive so much advertising literature as the city man, he is apt to read what he does receive more carefully. And he cannot be rushed.

Give him the facts and plenty of time to absorb them. If they make an impression on his mind —if they arouse his curiosity to know more—he will write you, because he is used to answering advertisements.

When advertising to the farmer, it is well to remember that he is merely the nominal head of a home. He has, more than likely, a wife and two, or more, daughters, who form the real "purchasing power" when it comes to the consideration of luxuries, or anything not actually required by the farmer in the conduct of his business.

Owing to conditions brought about by the war, the Canadian farmer is looking forward to a period of unprecedented prosperity this fall. He will have more money than he ever had in his life. He will indulge in luxuries that were not heretofore considered seriously, and will invest in any legitimate proposition offering a good return for the money,

(*Continued on page 31*)

THE MORNING ALBERTAN

THE MORNING ALBERTAN will introduce you to that solid, responsive body of men and women who are interested in advertised products, and have the means with which to purchase them. No other local paper has an exclusive field in Calgary or is in such a good position to give service throughout the rural districts on the day of publication as **THE MORNING ALBERTAN.**

MEMBERS OF THE AUDIT BUREAU OF CIRCULATIONS

The Hamilton Newspaper Union

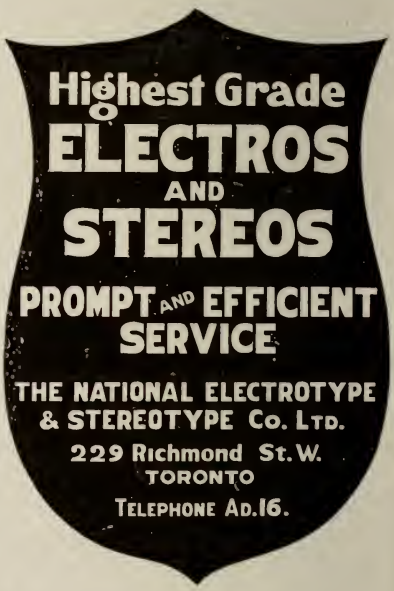
REACHES

over 50,000 homes every week—and embraces over 200,000 readers.

Let us send you List and Rate Card

Hamilton Newspaper Union

HAMILTON, ONT.



ADVERTISING AND ITS RESULTS

How Advertising is Helping to Raise the Output of "Peerless" and "Elite" Folding Tables, in the Face of Present Trade Conditions. The First Hand Experience of a Successful Canadian Advertiser.

By A. R. C. Hourd, Secretary-treasurer, Hourd & Co., Limited, London, Ont.

MR. A. R. C. HOURD

TO the man who has never been intimately associated with the advertising game the outlay for publicity will doubtless loom up largely in his mind as a wanton waste of hard earned money. Fortunately, in this as in other particulars, we do not all see alike. We have only to look around us to see the success which has attended the advertising efforts of many of our great national advertisers as conclusive evidence that it pays to advertise.

If someone were to ask us in a casual way why it is we eat some special breakfast food, adopt a certain brand of washing compound or set our minds on some particular automobile, the answer would almost invariably be, "Because it is advertised."

Then, again, we ask ourselves

UNDER THE SOFA
NO room is too small for a "Peerless" Folding Table, because it is so compact that it may be slipped under the sofa when not in use. Ready in a jiffy when you want it—for sewing—for lunch—for any one of a hundred uses. A
PEERLESS
FOLDING TABLE
is the greatest comfort imaginable. Every housewife knows, without being told, the myriads of ways in which it comes in handy. Thousands of families who are using it daily wouldn't be without one. Your Furniture Dealer has it, or will get it for you. Ask him.
Made in Canada
Write for FREE Booklet— describing our "Peerless" and "Elite" Tables
HOURD & CO., LIMITED
Sole Licensees and Manufacturers
LONDON, ONTARIO

Are We Down Hearted?

Watch the Bank Clearings—weekly changes in London usually follow a + sign.

The wage bill in Canada for shell making is more than a million a week. Crops were never so good or so plentiful.

Your travelers know—ask them—how London and Western Ontario compares with other parts of the Dominion. Ask them about Western Ontario's foremost newspaper.

The London Free Press

EDGAR J. GUY, Toronto Representative
61 CANADA LIFE BLDG. PHONE MAIN 2392

NO

Millions Spent In Hamilton

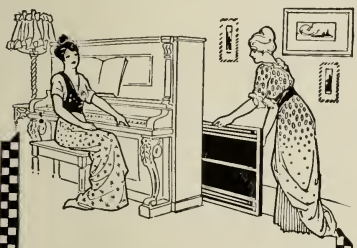
Advertisers should bear in mind that the war orders have relieved the industrial situation in Hamilton, and our many factories are busy. The homes of the artisans represent the "buying power" of this district and the

HAMILTON HERALD

is the paper that the masses insist upon having. We want your business because we give results.

THE HERALD PRINTING CO.
OF HAMILTON LIMITED
HAMILTON - - CANADA

why are we influenced into buying the article that is widely advertised in preference to that which does not enjoy the same publicity, although perhaps both articles are



Who Would Have Guessed

that behind the piano was a full sized table, reposing peacefully against the wall, ready to be set up at a moment's notice! Just see how easily it is put up! Feel how light it is—only eleven pounds! Try to shake it—isn't it firm! Never a wobble! This is our new

ELITE
FOLDING TABLE

—the very latest model. We are proud of this table, and we know you'll be delighted with it too. Once you set eyes on it you'll want it—and when you learn the price you'll buy it. Your Furniture Dealer has it, or will get it for you. Ask him.

Made in Canada

Write for FREE Booklet describing our "Peerless" and "Elite" Tables

HOURD & CO., LIMITED
Sole Licensees and Manufacturers
LONDON, ONTARIO

equally as good. In the first place the well written, attractive advertisement impels our attention; secondly, the arguments used invariably appeal to the painstaking individual in search of what's what as regards the article in which he is most interested, and last but by no means least, the producer of the goods must needs have an article which readily appeals to the buying public, possesses merit, in short, the advertiser must have faith in and courage to stand behind his product, for after all, the public is the jury and according to its dictates, his goods must either stand or fall.

If the writer may be permitted to make a personal reference, perhaps some first hand information might be appreciated by those who eagerly follow the advertising game. Some years ago the company with whom the writer is identified, undertook the manufacture of "Peerless" and "Elite"

Out of the Way

IF "Old Mother Hubbard" went to the cupboard to-day, she would be apt to find a "Peerless" Folding Table tucked away behind the coats and wraps. Because, in most families, this modern convenience has become a positive necessity. To own a

PEERLESS
FOLDING TABLE

is to know what real convenience means. The legs fold flat against the underside when not in use, and it takes up no more room than a child's hoop. It may be set up instantly, anywhere, and is strong enough to support half a ton. Your Furniture Dealer has it, or will get it for you. Ask him.

Made in Canada

Write for FREE Booklet—describing our "Peerless" and "Elite" Tables

HOURD & CO., LIMITED
Sole Licensees and Manufacturers
LONDON, ONTARIO

folding tables. About four years ago they decided it would be a profitable venture to advertise this particular line, and accordingly picked on a popular Canadian

DISCRIMINATION in buying advertising space is especially important at this time. The advertiser who places his announcements in

The Montreal Gazette

reaches men and women who have money to spend. The Gazette is the high-class Morning Daily in Montreal and is the medium to select when you want the attention of the Montreal people who appreciate quality in the goods they buy.

THE GAZETTE PRINTING CO., LIMITED
MONTREAL

A Standing Invitation

The St. Catharines' Standard invites Canadian manufacturers to correspond direct, or ask any recognized advertising agency its opinion as to the best advertising medium in Lincoln County.

The circulation of the Standard grows continuously without contest or solicitation. The Standard outdistances by many times the circulation of all foreign papers coming into the county.

Member Audit Bureau of Circulations

The Standard Printing Co.
St. Catharines
The Garden City of Ontario

A Rare Treat In Store for YOU

COMING issues will contain articles of vital interest from the pens of such men as:—

HERBERT S. HOUSTON, President A.A.C. of W.
RICHARD H. WALDO, of the N.Y. Tribune.
EDWARD J. SHAY (Felix), Business Manager of the Roycrofters, East Aurora, N.Y.

And many others prominent in the world of Advertising.

Each month, from now on, we will also publish the personal experiences of at least one successful Canadian Advertiser. The "Men and Media" section will keep you in close touch with what's doing in Canadian Advertising circles.

Send Along One Dollar

to-day for a year's subscription to the only Advertising Journal published in Canada. Address

ECONOMIC ADVERTISING
Mail Building TORONTO

monthly magazine. This was continued for a short while, when other monthlies were added from time to time. About January 1915 we launched out upon a more extensive campaign with the result that at the present time, even in view of present trade conditions, our output is fifty per cent ahead of 1914, and 1914 was fully seventy-five per cent in excess of 1913. We therefore have no reason for hesitating to give advertising full credit for its share of the good work which has been wrought in our behalf.

Flat Against the Wall
THAT easy chair conceals the hiding place of your friend's "Elite" folding table. The top is 30 inches square, and the legs fold flat against the underside, making a most convenient, firm and compact table of general utility. The weight of the
ELITE
FOLDING TABLE
is only 11 lbs. It is made in Early English, Fumed Oak, Golden Oak or Mahogany Finish. Fine quality felt top. Strong—graceful—serviceable. You need it in YOUR home for a hundred different uses. Your Furniture Dealer has it, or will get it for you. Ask him.
Made in Canada
Write for FREE Booklet—describing our "Peerless" and "Elite" Tables
HOURD & CO., LIMITED
Sole Licensees and Manufacturers
LONDON, ONTARIO

Personally, I feel the best results from advertising can only be obtained by allowing a first-class advertising man to write the copy, as a great deal depends on the subject matter being presented in a clear, attractive manner; and the producer content himself with devoting his time and energy to turning out first-class goods, and by treating inquiries courteously and promptly.

———

Stopping an advertisement to save money is like stopping a clock to save time. Advertising is an insurance policy against forgetfulness—it compels people to think of you.—*Galveston News.*

CAN ADVERTISING BE GUARANTEED?

If Not,—Why Not?—By Desideratum

MANUFACTURERS of almost every commodity stand willing to guarantee their product, in fact they are almost compelled by the consumer to make some kind of guarantee which differs only according to the nature and class of article being marketed. When, however, we come to the marketing of advertising we can only guarantee the cost. In other words advertising must be taken up as a gambler takes up horse racing.

The majority of the advertising profession feel the time has come when there should be more certainty on a question so important

Your Autumn Advertising

Appropriations for Fall advertising will be decided upon and lists made up within the next few weeks.

In making up your list of papers to be used have your favorite advertising agency include THE TORONTO DAILY and SUNDAY WORLD.

Use both papers—for by using both papers you get a combined total circulation of more than 160,000—a city of Toronto circulation of nearly 120,000 and a healthy circulation in the richest portion of the wealthy Province of Ontario.

Ask your agency to give you particulars of the combination contract covering both papers. This contract gives you advertising of the very best kind at an extremely reasonable rate.

The World Newspaper Co., Limited

40 West Richmond St., Toronto

as advertising. Unfortunately, we do not get any inspiration from the dictionary when we try to find out the real meaning of advertising, and the nearest we get to the derivation is that it gets its name from ad "to" and verto—"to turn." A little further on we find that an advertisement is "the act of advertising or making known."

Evidently then the real purpose of advertising is to sell something or to make known, and one writer says that "if it tells the truth about a saleable article it cannot help but bring results." Here, then, we get something to work upon and it would seem as though the fundamentals of success in advertising depends upon the following:—

1. *Honesty*—An honest article handled in an honest manner.

2. *The article must be saleable*—i.e. it must be something in demand or if not in demand will be required when made known.

But this surely cannot be all, or why do so many articles deserving of success meet with failure? There are thousands of articles that live right up to the requirements of No. 1 and 2, and were fortunate enough in having men with advertising vision behind them. These men also spent money in advertising, but at present are marking time and *waiting for some one to guarantee their next campaign.* Why? We have certain notions of our own, but would like an exchange of notes from advertising managers, agency men, newspaper representatives, or any others who must know by experience why some campaigns have failed. Let us rend the veil of mystery so often used to cover advertising and reveal the things we ought to know. By so doing we shall help to lift "advertising" from the pit of uncertainty to the pinnacle of absolute science and thus give dignity and value to a profession so often maligned because of its uncertainty!

The columns of Economic Advertising are open to all and we want it to be a voice speaking with no uncertain sound. We are of the opinion that we do not need to go to New York or Chicago for evidence and valuable information, and believe, like the Dutchman's diamonds, we shall find treasures in our own backyard, if we will take the trouble to do a little digging. That it will be worth while no one doubts, for our problems are right here in Canada and must be grappled with and overcome by men who understand Canadian conditions.

This is a broad and important question. If you cannot give answers perhaps you can ask a few questions, but do something!

If you buy "space" in a paper, use brains in that space.

Some advertisers say: "As soon as business picks up I'll advertise." Fancy a gardener saying: "I'll wait till harvest time to sow my seeds."—*The Caxton Magazine.*

" You talk—effectively—about your own proposition instead of against the other fellow's"

MR. B. H. BRAMBLE, Advertising Manager of The Goodyear Tire & Rubber Co. of Canada, Ltd., wrote us an unsolicited letter of appreciation, recently, in which the above sentence appeared.

It feels good to get a letter like that in your morning mail—mighty good !

Because we are told by Advertising Agents and others, that in no other Canadian city is rivalry so keen, or competition so bitter, as in Ottawa. The policy of the Free Press has always been to avoid this "You're another" mud-slinging contest—to keep right on "sawing wood" and leave it to others to waste their efforts with the hammer (as Mr. Bramble further says in his letter)—to develop business for the Ottawa field and, at the same time, for its own columns, by giving service among the retail trade to general advertisers—and to demonstrate, by concrete examples, the possession of those qualities which go to make a profitable advertising medium.

The Free Press has persistently refused to resort to the use of "gas" methods to get business—has always "played the game" both in the conduct of its editorial and advertising departments—with the result that, in Ottawa, no advertising campaign is complete without it.

The Ottawa Free Press courts investigation of its statements—tells frankly of its own merits—gives *real* service to its advertisers—sells space at a reasonable flat rate—and produces results in its field impossible to achieve without it.

Make enquires of any Local Advertiser—any General Advertiser—or of any Advertising Agency in the Country.

THE OTTAWA FREE PRESS
OTTAWA - CANADA

Reaching 3,200 Post Offices in the three Prairie Provinces

WERE it possible for the Advertiser to visit the average Western home—be it in town, village, farm or ranch, he would be impressed with the prevailing atmosphere of comfort and the fact that money is being spent with no niggardly hand. The fact that the WESTERN HOME MONTHLY is the favorite magazine would also be very apparent. At present there are 3,500 Post Offices in the three Prairie Provinces, and an analysis shows that this magazine has subscribers at 3,200 of these. Think of this when arranging your next appropriation.

Can not such a magazine be a powerful stimulus to your sale forces ?

Ask your Agency about it, or write us for all particulars and sample copies.

WESTERN HOME MONTHLY
WINNIPEG

THE RUDE IN ADVERTISING ART

What Constitutes Decency and Indecency in Advertising Illustrations—How is the Advertiser to Know where One Begins and the other Leaves off—Corset and Underwear Advertisers appear to act without Restraint—An Example of how one Well-meaning Advertiser of Hosiery Got Into Hot Water through the Use of an Alleged Objectionable Drawing.

By William G. Colgate,
Advertising Manager, The Toronto Furniture Company, Limited.

A MINOR poet (I don't care how you spell the adjective) once composed a brilliant verse about a certain popular spice which ran in this wise:

> The clove it is a startling thing—
> Exciting anyway:
> It don't exactly scare you,
> But it takes your breath away.

Spices, of course, do not always act in this amazing manner. Sometimes, indeed, instead of depriving us of breath, they give us one. Whether the use of spice is beneficial depends, I might say, upon the discrimination with which it is used and the object in view. A dash of spice in copy we know often has the effect of making it more readable, more palatable, and consequently saves it from becoming "flat, stale and unprofitable." But spiciness in pictures, and more particularly advertising illustrations—ah, that's another serial . . .

These opening remarks of mine are intended to preface the consideration of a case where an advertiser of hosiery fell foul of his public by a pictorial presentation of his product, which, while quite acceptable in one sphere, assumed an objectionable aspect when transferred to another.

It so happened that the manufacturer in question gave an order to his advertising agency to supplant their usual copy series with a set of new window cards. Naturally, there was a good deal of time and thought devoted to the selection of subjects.

It was decided that a determined effort should be made to avoid the usual commonplace, cut-and-dried designs, of which it was felt the public were heartily tired. A trip to Montreal, and presto! the answer was found in a clever and characteristic front cover design from the London *Sketch*, by Frank Haviland.

Arrangements were made accordingly with the publishers of the London *Sketch* for the use of the design, which depicted a rather winsome and striking figure of a chorus girl dressed as a Pierriot, attracting attention to a copy of

"Facts, like Mules, are Stubborn Things"

THE usefulness of *Facts* depends upon the way they're harnessed. A *fact*, without a *message* is about as effective as a *mule* without a *load*.

The *Fact* that ECONOMIC ADVERTISING is the only Advertising Journal published in Canada may mean nothing to you, as a Publisher, or it may mean much—depending upon the message you want to "get across."

The *Fact* that ECONOMIC ADVERTISING reaches the cream of the space buyers of Canada—almost 1200 of them—may mean nothing to you, as a Publisher, or it may mean much—depending upon your ability to recognize and grasp an opportunity.

A *Mule* couldn't pull a load if it weren't for the *traces* that connect with it.

The *Facts* about your publication—its value as an advertising medium—the quality and quantity of its circulation—will never get your message to the men you want to reach, unless you connect them with a good stout set of "*traces*."

ECONOMIC ADVERTISING is the harness you need.

If you're a progressive publisher, and you are not now using space in ECONOMIC ADVERTISING, this message is for you. Send along your copy TODAY.

We were going to say something about the doctor who wouldn't take his own medicine—but that will keep. This is a Mule ad, anyway. See page 3 for advertising rates.

Economic Advertising
MAIL BUILDING
TORONTO

the *Sketch* which she is holding up to view. The picture had plenty of life and sparkle and was admirably adapted in composition and treatment for the purpose for which it was planned to be used. Slight alterations only were required to convert it into a handsome window card. The cover of the *Sketch* was painted out to be replaced by a cover of a Radium hosiery box. The English flavor was retained by the phrase "My word!" lettered below, while the space across the bottom was taken by the name Radium, as shown in the illustration. Everyone who saw the card thought is quite appropriate, and it started out on its mission under what appeared to be extremely favorable auspices.

But soon a rumbling was heard. The card which was reproduced for both newspapers and magazines was made the subject of complaint by one or two newspapers with an implied refusal to publish the advertisement unless the offending feature were removed. Singularly enough the paper which had hitherto accepted without apparent restriction objectionable forms of patent medicine, liquor and quack advertising, was the first to offer criticism. The majority of publications on the list, however, accepted the advertising and ran it without demur. Their readers, unfortunately, were not disposed to be so lenient; for soon letters of complaint began to arrive, denouncing the "window card" advertisement in terms which left no doubt as to the writers' real state of mind concerning it. In one or two instances, women readers tore out the offending page, and sent it to the editors with their criticisms.

In the meantime, the window cards had been lithographed and distributed among the trade. Soon after the travellers who followed observed the window card in use for men's hosiery, but in some stores, the ladies' window cards were conspicuously absent. Investigation proved that the retailers, although themselves favorably disposed towards the card,

The innocent (?) cause of all the trouble

were somewhat dubious about its effect upon their feminine shoppers, and rather than risk the possible displeasure, of their customers, the dealers had decided not to use it.

The situation had become decidedly serious. A few protests from hyper-sensitive readers might

be ignored, but when the retailer, broad-minded as a rule and intelligent, had taken upon himself to become squeamish, something needed to be done immediately.

A conference was hurriedly arranged between the manufacturer and a representative of the agency, when after some discussion as to the best way out of the difficulty, it was decided to take the case directly to the people and let them be the judge. Instructions were at once issued to withdraw the objectionable advertisement from the list, and to prepare a fresh advertisement with the significant title, "What is your opinion of this picture?" Underneath was reproduced the picture which had caused the trouble, while the copy explained clearly and concisely the reasons for the advertisement, and invited a personal expression of opinion from the reader. A coupon was provided to facilitate responses. This advertisement was sent to the entire list of newspapers and magazines.

The response was immediate. Hundreds of replies arrived from all parts of the country, from all sorts and conditions of men and women. Although the coupon did not call for a signature, the opinion being that the absence of the usual name and address lines would evoke a readier and more impartial reply, nevertheless, many writers gave their names and addresses. The total number of replies received was probably close to a thousand which was considered more than fair.

As might be supposed, the nature of the replies varied. Some were inclined to be virtuously indignant, like a choleric old gentleman who is bumped into by a small boy, others were frankly condemnatory, some could see no harm in the picture, while others could see nothing but evil. Occasionally there was a flash of humor to lighten the gloom. One man wrote: "The only objection my wife has is that the price is more than she can afford." Another had evidently read *Life's* "rub" of the "unco' guid" for he declared, "There is nothing wrong with the picture; it is only an evil-minded person who would object to it." An unforseen incident, and yet upon second thought quite natural in the circumstance, was a letter from a reader, evidently an artist, who wanted to know why the the advertiser didn't "try to be original instead of stealing his pictures."

Although he had paid for the right to use the picture, still that did not protect him from a cruel and unjust suspicion. However, most of us will sympathize with the artistic point of view. There is altogether too much "lifting" done to be healthy for either the advertiser or the artist.

It is significant that most of the severe criticisms originated in the small towns and villages, an indication that people living in small communities have either a more highly developed moral sense or are inclined to be narrow and intolerant in their views, according to the direction in which our sympathies lie. Many things in a city's life which a country man regards as indecent and uncivilized,

the city man either condones, or looks upon with indifference. Custom has calloused him. This is not necessarily in favor of the city man; it merely serves to show how different things will influence our point of view, and as environment undoubtedly plays the larger part in shaping our viewpoint, it is a factor to be considered by the advertiser of wearing apparel.

The question that naturally arises is, how is the advertiser of women's fine wear to know when to stop in order to avoid running counter to his reader's sense of propriety. In the case just quoted the illustration was submitted informally to probably fifteen or twenty men and women, and was accepted only after careful consideration, with a view particularly to its possible effect upon the general public. It is questionable, therefore, whether the results that followed could have been foreseen by any manufacturer placed in a similar position.

Almost any day we can pick up a woman's publication, or a newspaper for that matter, and find in it illustrations, photographs, and wash drawings of half dressed women masquerading around in the advertisements of some of the leading corset, underwear and lingerie manufacturers, which I submit are far less acceptable to good taste than any hosiery advertisement which can be found. We have censors of copy. Shall we also have a board of censors composed, say, of men and women selected from the public at large to pass upon all corset, underwear and hosiery illustrations, or shall we let things go on as they are now with apparently only the sky as the limit? That some latitude should be permitted in the interests of trade is conceded; but how much and how far shall it extend? The answer, it seems to me, lies in the exercise of common sense and good taste. "Is the illustration one which I should be satisfied to have on my reading table," determines the answer more decisively than reams of expository argument.

POLICY—A COMPASS

The days when ships sail without a compass aboard are long past. But many a business is darting here and there on the commercial seas without a compass. The compass of a business craft is its policy. Without a policy a business sometimes goes, but it does not progress. It touches this port and that port, aimlessly picking up and discharging cargo here and there, but establishing no regular paths and no certain ports of entry. To a business of this kind every year is a new, uncertain, perilous journey. Take your compass aboard. Be a business mariner of certainty. Pick your port. Then set your policy to reach it. Sail those chosen waters till you know every rock, every reef that besets your course. Make every journey one of certainty, knowing your argosies will come back richly laden.—*Exchange.*

RECENT ADS—GOOD AND OTHERWISE

By The Captious Critic

ALTHOUGH the weather, so far this summer, has been anything but "torrid," there is no scarcity of seasonable (?) advertising.

The underwear ad of Penmans, Limited, is a particularly good example of "atmospheric" advertising, and fairly breathes coolness

Coolness that spells "Summer Comfort"
The main functions of underclothing in summer are to absorb perspiration readily and to surround the body with a cool air space that will act as a barrier to external heat
Because of the perfect way in which they meet both requirements, Penmans Balbriggans promote comfort on hottest days.
Made in many styles and fabrics—two-piece, union suits, athletic, etc., from fine cool fabrics of airy lightness and soft smoothness.
Ask any dealer for Penmans, and for your comfort's sake, take no other
All Penmans goods are Made-In-Canada
Penmans Limited,
Paris, Ontario
Penmans
Balbriggans

and comfort. The only possible criticism of this excellent advertisement is the illustration of the diminutive tennis-player, in the lower left-hand corner. The repetition of the trade mark cut in this space would have been an improvement.

* * *

Some very attractive copy has appeared recently for the Glass & China Decorators, of Montreal. The specimen reproduced is fairly representative of the entire series. This is well worked out, suggesting quality and distinctive design.

The treatment of the border is particularly appropriate and pleasing.

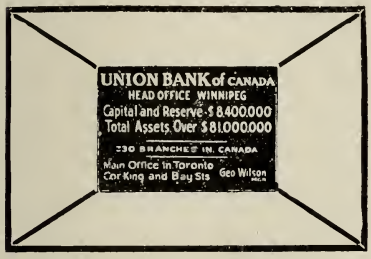
* * *

Gaspe Salmon
GASPE SALMON
From now on until middle of July we shall be receiving daily from our own Fisheries on the North Shore the best Salmon produced in the country
The Mackerel season is also at hand. We shall have daily supplies of both of these excellent Fish as long as the season lasts, at the lowest market price.
Place your orders now at the old and reliable headquarters
D. HATTON COMPANY MONTREAL

When I was a boy I used to go fishing for short, stubby fellows like the fish shown in the Hatton advertisement. I always thought they were Rock Bass, but I'm glad to know that the right name is "salmon." It is certainly sur-

prisin' how much we can learn from the advertisements.

* * *



Now look who's here—our old friend, the black spot with the blurred white lettering! This Union Bank ad was evidently prepared for use in single column space, and the effort to stretch it out at the corners, to make it fill the two column width, does not improve it in either appearance or legibility.

* * *

BIRKS' "FAMILY PATTERN" IDEA
THE "handing down" of Family Silver is a good old English custom worthy of our best efforts to preserve.
Having selected any of Birks' standard patterns of Table Silver the product of their own workshops—and always obtainable at each of their four establishments, the most modest household may accumulate its family chest. Purchases of half dozens or even single pieces can be made—for Christmas or Birthday or on any appropriate occasion—knowing that the "Family" pattern will be permanently in stock.
HENRY BIRKS & SONS
LIMITED
Phillips Square, Montreal
OUR CHANTILLY PATTERN
THE OLD ENGLISH PATTERN

It is a real pleasure to find an ad like this of Henry Birks & Sons. The type is appropriate, the illustrations are well placed, and the effect is harmonious and artistic. The large initial letter attracts the eye to the right spot, making it easier to read on than to look away.

This is a splendid example of the judicious use of space.

* * *

Take Elevator - Save $10.
GLENGARRY GLEN-URQUHART PLAIDS
VALUE!
When we say we are giving $25 values for $15, we are making comparison with the prices ground-floor stores are compelled to ask.
OUR Up-Stairs Price $15
The difference in price represents the difference in rent, etc., between ground floor stores and our upstairs clothes shop.
Second Floor, Kent Building.
CLAUDE RILEY
PASCOE & HERN
Corner Yonge and Richmond Streets.

The day when the moss-covered argument, "We can save you money because we have no advertising bills to pay," is past. The ad of Pascoe & Hern, while not striking that once familiar note, comes so near it as to be none too good for advertising progress.

If every merchant and retailer took the same attitude, what would become of our convenient shopping districts? Isn't it worth more than $10.00 to be able to

compare values, in two or three nearby stores, rather than in the same number of widely separated show-rooms situated "out of the high rent district?"

Wouldn't it be far more convincing to be told that the value was in the goods—that the materials were all pure wool—that the style was right—and that you could get your money back if not satisfied? This ad doesn't say a word about these important things. It intensifies the impression that all clothes are forced to carry a burden of overhead charges—that you can sidestep a part of this expense by "taking the elevator." But why raise the question at all?

* * *

PALMOLIVE

The Dream of Past Generations

How the women of all ages would envy the modern woman could they know the privilege she enjoys of Palm and Olive oils perfectly blended in PALMOLIVE SOAP.

The ancient Egyptians and the luxury loving Greeks and Romans knew no such toilet convenience, but used their favorite Palm and Olive oils in the crude natural state.

Those beautiful women of bygone days would have reveled in the perfect cleansing PALMOLIVE *lather and joined the fortunate modern woman in extolling* PALMOLIVE SOAP.

PALMOLIVE *lathers instantly whether the water is hard or soft, hot or cold, and is extremely economical in use.*

Especially desirable for babies, naturally following their first bath of olive oil. For sale everywhere.

Threefold Sample Offer—*Liberal cake of* PALMOLIVE, *bottle of Shampoo and tube of Cream, packed in a neat sample package, all mailed on receipt of five two-cent stamps.*

B J JOHNSON SOAP COMPANY Limited

There is as much difference between this "Palmolive" ad and the all too common black and white splurge, as there is between a cala lily and a sunflower.

It is a treat to see, among the sizzling bargain sale announcements, that form more than half the advertising fare served up to us daily, a dainty morsel like this. Why I should think the women folks would simply "eat it up."

All the rules of advertising arrangement are observed—the balance is perfect, and the display is not too black. This specimen proves beyond the shadow of a doubt, that a light, clean, delicate style of ad may be successfully printed in the newspapers and is not, necessarily, adapted for magazine use alone.

* * *

Ammunition
for every purpose
NO matter what kind of ammunition you may need—.22 cartridges for targets—shot shells for wild fowl, small game and trap, or high velocity cartridges for big game—there is a Dominion metallic or shot shell to meet your requirements.
Dominion
Ammunition
(Entirely Made in Canada)
Is perfect in every detail of manufacture. Best materials—careful loading—rigid inspection—thorough testing—combine to insure perfect shooting results.
There is no better ammunition at any price—make success certain by demanding Dominion Ammunition at your dealer's.
Send two cents, stamps or coin, for 16 beautifully colored pictures of Canadian game.
DOMINION CARTRIDGE CO., LIMITED
843 Transportation Bldg.
Montreal
TRADE MARK

For the sportsman in search of ammunition, the ad of the Dominion Cartridge Co. hits the bullseye. Here we have a happy combination of illustration and text—each telling a story and telling it well. The display is unusually good—the broken border line, with the caption set in, attracts the eye like a magnet—and the offer of a set of 14 colored pictures of Canadian game for 10c makes an appeal that should pull inquiries.

EFFICIENCY VACATION

In most offices, particularly the larger ones, work is demoralized several months each year owing to the fact that from two to four of the employes are taking their usual holidays, which means that the office has to be run short-handed during this entire time, and by the end of the season the work is usually in bad shape for this reason, and also for the reason that more or less of the work has been attended to by people who were not familiar with it.

A new plan is being tried this year by E. W. Gillett Company, of Toronto, which promises to be quite an improvement on the old method. Under this plan practically all factory and office employes will have a two weeks' vacation at the same time. Sufficient help, however, will be in office and shipping room to attend to any necessary work. All customers, however, have been notified to kindly anticipate their requirements, and it is believed that with the co-operation of all concerned, the new plan of holidays will be an entire success.

IS "MADE-IN-CANADA" GOOD BUSINESS?

Asking People to Buy Goods for No Other Reason than that They Are Made-in-Canada is Futile—Urging People to Buy Nothing but Made-in-Canada Goods is Detrimental to Export Trade—a 'Safe and Sane' Course Preferable to a Blind Stampede

AT the annual convention of the Canadian Manufacturers' Association, held recently in Toronto, the Made-in-Canada Movement was pronounced correct in principle, but no definite plan of action was outlined. Thus it is left to the individual members to carry on the campaign, each in his own way, as may seem best. Some faint idea of the differences of opinion at present existing may be gathered from the expressed views of some of the members present at the convention.

One suggested that we should take a leaf out of the German book and teach "Made-in-Canada" to the children in the schools. Another said he thought it better for manufacturers to go a little easy on this, and not come out before the people with a grand hurrah to boost themselves, at a time when there are greater principles before the public than "Made-in-Canada." Still another said that he was in

favor of the campaign, but unwilling that the burden of carrying it on should rest upon the shoulders of a few manufacturers.

The Toronto *Globe*, in an editorial, pointed out that, while the C.M.A. comprises a membership of some twelve thousand men, or companies, engaged in the manufacture of every conceivable article used by the people of Canada, from locomotives to shoe laces, these twelve thousand men had country would only take that one idea to heart, and add to the "Made-in-Canada" slogan the prefix "*better goods*," there would be no possible reason why the whole of Canada should not stand behind this propaganda.

The monotonous chorus of "me too," which accompanies every worth while movement, is taken up by those who are unwilling to "play a solo part," as someone has aptly expressed it.

Some Representative Ads Featuring "Made-in-Canada"

contributed just thirteen advertisements to *The Globe*, eight to *The Mail and Empire*, and nine to *The World*, on June ninth, while their convention was sitting in Toronto.

But the shot that "rang the bell" was a suggestion that "*the Canadian manufacturers might give a little better value for the money than that offered by imported goods.*"

If every manufacturer in the

Asking people to buy goods for no other reason than that they are made in Canada is futile, and yet we see this weak-kneed appeal used nearly every day in connection with some product or other.

Urging people to buy nothing but made in Canada goods is apt to prove detrimental to the country's export trade. We can't eat our cake and have it. If we don't want to give the goods of "friend-

ly" nations a show, how are we to expect these "friendly" nations to give our goods a show?

There are certain conditions under which the "Made-in-Canada" movement might not be good business. It is even conceivable that, under certain conditions, it might become a boomerang.

If we are to advocate the principle of "Made-in-Canada," let us look both before and behind, that we may not be led into a position from which it might be difficult to retreat in good order, if necessary.

"First, be sure you're right, then go ahead," is undoubtedly good advice if followed to the letter, but "burning one's bridges" is no longer considered wise in the best regulated families. A "safe and sane" course is eminently preferable to a blind stampede, and such a course is possible only to the man who has carefully noted the width of the path between the devil and the deep blue sea.

The best lessons a man can learn are from his own mistakes.

ADVERTISING TO THE FARMER

(*Continued from page 11*)

providing it is brought to his attention through advertising.

Here is a real opportunity for the manufacturer of furniture, house-furnishings, pianos, player-pianos, phonographs, musical instruments, heating systems, motor cars, or any one of a hundred different lines that city people consider the necessities of life. The farmer not only wants these things now, but can well afford to buy them for cash.

But the price must be right.

If a product is selling at a price above normal, owing to the increased cost of raw materials, it would be folly to advertise it to the farmer with any hope of immediate returns. He's not going to buy anything now that he might be able to buy next year for less money.

Wise advertisers are preparing *now* to capture the farmer's trade. Those who plan intelligently, talk convincingly, and make the goods back up every claim advanced for them, will cash in this fall as a result of the farmer's prosperity.

MEN AND MEDIA

THE election of officers of the Canadian Manufacturers' Association for 1915 resulted as follows:—President, J. H. Sherrard, Alaska Feather & Down Co., Limited, Montreal; 1st vice-president, Thos. Cantley, Nova Scotia Steel & Coal Co., Limited, New Glasgow; 2nd vice-president, S. R. Parsons, The British-American Oil Co., Limited, Toronto; treasurer, Geo. Booth, Booth-Coulter Copper & Brass Co., Limited, Toronto; auditors, Wilton C. Eddis & Sons, Toronto.

* * *

Canadian Book News is the name of a new publication, issued by MacLean Publishing Co., the object of which is to stimulate the sale of books through retail book stores. It contains a monthly

survey of contemporary literature, particularly that of Canada, and is distributed through the book stores and by subscription. It is in charge of Findlay I. Weaver, manager of *Bookseller and Stationer.*

* * *

John Ligertwood, editor of the *Trade Review of Western Canada*, and of the *Western Topics*, died in Winnipeg recently. Formerly Mr. Ligertwood was connected with trade papers in Scotland and Great Britain and was on the staff of the Toronto *Saturday Night.*

* * *

S. J. Dornan has purchased the Alameda, Sask., *Dispatch.* He will be assisted by Neil Fox, late of Morden, Man.

* * *

Fraser S. Keith, of Vancouver, has returned East and is now with the MacLean Publishing Company in Toronto. He was formerly editor of *Canadian Machinery*, published by this company.

* * *

Hall Judd and Sidney Wren, of the Hamilton, Ont., *Herald*, are now at the front.

* * *

Colin McKay, of the St. John, N.B., *Standard*, and formerly with Montreal newspapers, has gone to England to be third officer aboard the hospital ship St. George.

* * *

W. M. Porter, proprietor of the Plenty, Sask., *Advocate*, has been commissioned a lieutenant.

The following names of Canadian newspaper men have appeared in the recent casualty lists:—

George Polson, Toronto *Telegram;* wounded; Company U, 3rd Battalion Machine Gun Section.

Hugh McLennan, son of J. S. McLennan, president of the Sydney, N.S., *Post;* killed.

Howard Wolfe, Halifax, N.S., *Chronicle;* missing; sergeant 8th Battalion, 1st Canadian contingent.

George Inglis, Roland, Man., *News;* missing.

Charles Herbert Bligh, Western Associated Press of Canada; killed.

George Humphrey, Winnipeg *Telegram;* wounded.

Harry Jackson, Moose Jaw, Sask., *News;* missing.

Howard C. Woolse, Saskatoon, Sask., *Phoenix;* missing; 90th Winnipeg Rifles.

Harry Atkinson, London, Ont., *Advertiser;* wounded; 1st Battalion.

W. J. Campbell, Hamilton, Ont., *Times;* wounded; Canadian engineers.

Edward Humphreys, Toronto *Telegram;* killed.

Van Allen Harding, Niagara Falls *Journal;* wounded; 1st Canadian contingent.

Harry B. McGuire, Orangeville, Ont., *Banner;* killed; lieutenant 4th Battalion.

Oscar Brown, Montreal *Witness* and Ottawa *Citizen;* missing.

Walter Byrne, Quebec *Telegraph;* killed.

Lieutenant Theodore Douglas Hallam, Toronto *Telegram*, wounded; with Royal Naval Volunteer Reserve.

Mr. Joseph J. Fischgrund, of Cleveland, became advertising manager of the Montreal *Gazette*, on July 1. The *Gazette* has the largest circulation of any morning paper in Montreal. Mr. Fischgrund is a Cleveland boy, and a graduate of Central High School and Western Reserve Law School. Still a young man, he started his career as business manager of Cleveland's largest weekly ten years ago. Later he became assistant advertising and sales manager of the Cleveland-Akron Bag Co., and then was engaged in various responsible capacities in the business departments of Cleveland newspapers.

* * *

William W. Fox, Deputy Game Warden at Cochrane, and at one time correspondent for the Toronto *Mail & Empire*, died on Saturday, July 3rd.

* * *

Truman A. De Weese, Director of Publicity for The Shredded Wheat Company, Niagara Falls, occupied the pulpit of the First Presbyterian Church, Chicago, on Sunday, June 20th. His subject was "My Father's Business."

* * *

A meeting of the Canadian Association of Advertising Agencies will be held in the King Edward Hotel, Toronto, on Friday morning, July 16th.

* * *

H. S. Jones, of the advertising department of the Toronto *Mail & Empire*, has resigned. Mr. Jones will enter the manufacturing field and will manufacture a line of ladies' hats.

* * *

P. H. Auger, formerly of the Montreal *Star*, has joined the advertising department of the *Mail & Empire*, Toronto.

* * *

W. J. Darby, circulation manager of the *Mail & Empire*, Toronto, was presented with a handsome dinner set on the eve of his marriage, which took place on Thursday, July 8th.

* * *

H. R. Ovenden, formerly of the Montreal *Gazette*, has been given a commission in the naval division of the Royal Flying Corps.

* * *

C. J. Hanratty of the Montreal *Mail* has been commissioned a lieutenant in the Montreal Composite Regiment.

* * *

Arthur H. Sandwell of the Montreal *Herald* staff has been commissioned a sub-lieutenant in the Royal Naval Air Service of Great Britain.

* * *

The weekly section of the Canadian Press Association has engaged John C. Kirkwood of Toronto to handle a promotion campaign to secure more foreign advertising for the members. The plan is being financed by the subscriptions of about 150 weekly newspaper publishers and is already under way.

* * *

William N. Ryan, formerly of the St. John, N.B., *Globe* and

Regina *Leader*, has opened a law office in St. John.

* * *

Roy A. Davidson of the editorial staff of the St. John, N.B., *Globe*, and J. B. Dever of the *Evening Times* have been graduated from King's College Law School.

* * *

The North Augusta, Ont., *Citizen* has ceased publication.

* * *

The Winnipeg, Man., *Telegram* has a new managing editor in the person of Edward Beck of Montreal. In the past Mr. Beck has been editor-in-chief of the Montreal *Herald*, managing editor of the Montreal *Star* and assistant managing editor of the Detroit *News*. About a year ago Mr. Beck founded *Beck's Weekly* in Montreal to further the propaganda of political reform in the city.

Beck's Weekly will continue as heretofore.

* * *

Thomas M. Chapman, a former owner of the Tonawanda, N.Y., *Herald*, died last week in Los Angeles, Cal. He was born in St. Catharines, Ont., about sixty-eight years ago.

* * *

John C. Kirkwood has been appointed editor of *Printer and Publisher* to succeed A. R. Alloway, who is now assistant manager of the Canadian Press Association.

* * *

Edward W. Grange, Ottawa, Parliamentary correspondent for the Toronto *Globe*, and Miss Marion Osborne McDougall were married June 1. The bride is a daughter of a former auditor-general of Canada.

* * *

Gordon Morgan, who for some time has been a member of the Vancouver, B.C., *News-Advertiser* reporting Staff, has resigned.

* * *

E. L. MacArthur has severed his connection with the Gagnier Advertising Service to become advertising manager of the Toronto *Daily News*. C. S. Furness, formerly advertising manager, has been appointed assistant business manager of the *News*.

* * *

J. B. Hay, well known newspaper man of Toronto, has been appointed publicity agent of the Canadian National Exhibition.

Mr. Hay was for some time news editor of *The Toronto Daily News*, and has occupied responsible positions on *The World* and *The Telegram*. He takes up his duties immediately, and will undoubtedly meet with success in this new sphere.

* * *

The Port Arthur, Ont., *Daily News* and the *Evening Chronicle* were merged Monday. The combination hereafter will be known as the *Evening News-Chronicle*.

The News says:

"The step is dictated by sheer business necessity and common sense. To speak bluntly, there is not room in Port Arthur to-day for two daily papers.

"The situation has been greatly aggravated since the present depression set in. The war was the finishing touch. No business has been hit harder than the publishing trade. There is a popular delusion that war is good for the newspapers because more copies are sold; but there is no profit in circulation, except indirectly through the greater value it offers advertisers, who are the main source of revenue. Both the *Evening Chronicle* and the *Daily News* have been compelled through shrinkage of advertising to reduce their size to six pages at a time, too, when they have been put to increased expense for telegraphic tolls in order to provide adequate war news.

* * *

"There is no city in Canada with the combined population of Port Arthur and Fort William supporting more than two dailies."

* * *

F. E. Mutton, manager of J. J. Gibbons, Ltd., Toronto, has resigned to accept the salesmanagership of the International Time Recording Company.

---

* * *

Arthur E. Partridge, city editor of the Rochester, N.Y., *Post Express*, has joined Company C, 42nd Highlanders of Montreal, and will go into camp at Valcartier. He will go to England with the third Canadian contingent. Mr. Partridge was at one time a sergeant in the 71st New Brunswick Battalion and will try for a commission.

* * *

The Daily News, London, Eng., has issued a very interesting and valuable book of 272 pages, entitled "Success in Business and How to Attain It," comprising 55 chapters, each contributed by a prominent British advertiser or advertising man, and recently printed in the *Daily News*. The article on "Business Opportunities," by Sidney Allnutt, which was reprinted in our May issue, originally appeared in the columns of the *Daily News*, London, Eng., and forms chapter 46 of this really remarkable compendium of British advertising experience. Among the contributors are such men as: H. Gordon Selfridge, Sir William Lever, A. W. Gamage, H. F. LeBas, Paul E. Derrick, John Mackintosh, and Herbert N. Casson.

* * *

Gilbert W. Ghewy and Russell Fletcher of the Quebec *Telegraph* are members of the Canadian contingent.

* * *

Lieutenant E. F. S. Mather has resigned as city editor of the Winnipeg, Man., *Telegram* to join the Forty-fourth Battalion C. E. F.

* * *

A new weekly publication dealing with oil and other kindred subjects has made its appearance in Calgary, Alta., under the title of the *Alberta Oil Review and Industrial Weekly*. The editor is E. M. Robinson, with offices at 138 Ninth Avenue West.

* * *

Frank H. Coles, for many years connected with the *Prototype*, London, Ont., died recently.

W. Kidd, brother of F. Samuel Kidd, chief editor of the Montreal *Gazette*, and himself employed in the editorial department, died recently.

* * *

The Prince George, B.C., *Daily Times* has commenced publication.

* * *

Several thousand Italians made a raid on Henri Bourassa's Montreal newspaper office, *Le Devoir*, one night recently, smashed the plate glass windows in the office and made an attempt to force an entrance into the building from the rear. However, before serious damage was done mounted police and policemen on foot drove the mob away and effected three arrests.

The cause of the Italians' wrath against Mr. Bourassa and his paper was an article published in *Le Devoir* reflecting on Italy as having entered the world war on selfish grounds.

* * *

Harry B. Muir has been promoted to the advertising managership of the London *Free Press*, London, Ont. Mr. Muir has had charge of the foreign business of the *Free Press* for two and a half years, and has made such a marked success of his department that he has been given full charge of all advertising.

* * *

The annual meeting of the Canadian Associated Press was held May 28 in the Council Chamber of the Board of Trade, Toronto.

The report for the year was presented and the following directors appointed: P. D. Ross, Ottawa *Journal;* E. F. Slack, Montreal *Gazette;* J. S. Lewis, Montreal *Star;* J. A. Macdonald, Toronto *Globe;* W. J. Douglas, Toronto *Mail;* J. E. Atkinson, Toronto *Star*, and J. Ross Robertson, Toronto *Evening Telegram.*

J. Ross Robertson was elected president; J. S. Lewis, vice-president, and J. E. Atkinson, secretary and treasurer.

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Getting Business In Toronto

Ontario contains 35% of the population of the Dominion.

Toronto contains 20% of the population of Ontario.

THE TELEGRAM with 94% of its circulation local, covers Toronto.

Daily Average for May

In Toronto	**87,476**
Outside	5,159
Total	**92,635**

THE EVENING TELEGRAM
TORONTO CANADA

MORE "GOOD COPY"

"As a practical Shoe Repairer I am recommending VICTOR Rubber Heels.
VICTOR CUSHION HEELS
Taste this! — it's delicious!
PARIS PATE
PARIS MEAT PATTY
It's a positive treat to have such a Range as this!
MOFFAT Ranges
"If I could only get well"
WINGARDS
The smooth creamy consistency of Ingersoll Cream Cheese lends itself well to dainty Chafing Dish recipes. You can make delicious Welsh rarebits, cheese fondues, cheese sauces and sauces, etc., with it.
INGERSOLL CREAM CHEESE
Here's Quality in Rubber Heels
VICTOR CUSHION HEELS
Have you got the "Nugget" habit?
"NUGGET" Shoe Polish
See what good things you can make—
"Swift's Cotosuet"
For over 40 Years
ENO'S FRUIT SALT
Black Cat Batteries
WHY? Because they have NINE LIVES!
CANADIAN CARBON CO.
Clean, Cool and White—
NUGGET
TRY a glass of any of these cool, refreshing drinks
ALLEN'S APPLEADES
Corson's
Let the Gas Engine help your wife to do her washing
"HYDRO" BENCH WASHER
Maxwell
"When a Lady buys Perfume—"
Corson's
Perfumes & Toilet Requisites
What shall we serve for Refreshment?
ALWAYS the
MILTON BRICK
PROMPT SHIPMENTS
MILTON PRESSED BRICK CO.

A representative selection of advertisements planned, prepared and placed by—

J. WALTER THOMPSON CO., Limited

Advertising Agents
LUMSDEN BUILDING, TORONTO

Economic Advertising

A Monthly Magazine for Canadian Advertisers

VOL. 8 AUGUST 1915 NO. 8

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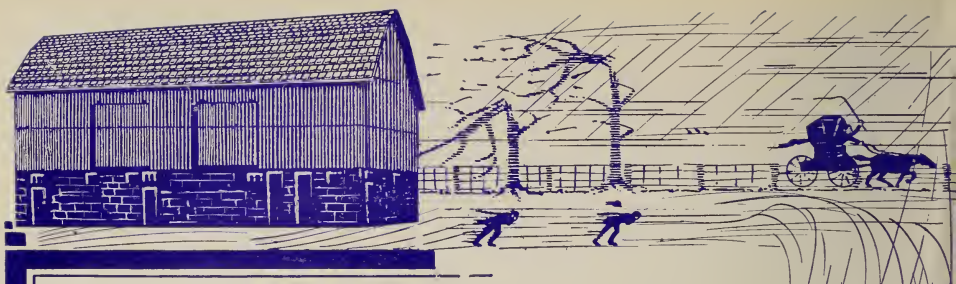


Let the Blizzard "Blizz"

THE above caption was used with this border design, in one of the most successful ads of our 1915 Farm Paper series, designed and produced for **The Pedlar People, Limited**, Oshawa, manufacturers of

Pedlar's Perfect Products

The following letter, written in June of this year, is reproduced by special permission:—

"MESSRS. NORRIS-PATTERSON, LIMITED,
Toronto, Ont.

"GENTLEMEN:—We wish to advise you how well pleased we are with the good services of your agency. We consider that our advertising this year has been the best we have ever had. We recently took a trip through to the Western Coast, and in numerous cases when we made ourselves known to parties, they would mention the fact that we were known through our advertising. We have done fairly well this year, and feel that, during these hard times, a great deal of our success has been due to our advertising.

"While on this matter, we wish also to express our appreciation of your Mr. Fenwick's services. He has done everything possible to familiarize himself with our business, and we certainly feel that we made no mistake in making the change we did three years ago."

Yours sincerely,
THE PEDLAR PEOPLE, LIMITED.
(Signed) W. R. GEIKIE,
General Manager.

We cherish this expression of confidence as one of our most valued possessions. It proves that conscientious service is recognized and appreciated.

To advertisers of unquestioned standing and integrity, we offer a service that is unsurpassed for efficiency and effectiveness. We make no charge for plans or suggestions. Write or 'phone Adelaide 2231, for interview in your office or in ours.

NORRIS-PATTERSON
Limited
Advertising Agency
MAIL BUILDING TORONTO

REVELATIONS

"Your magazine is quite a revelation to us, in as much as we had not made its acquaintance before, and it certainly appears to us as being the best Canadian production of the kind we have had the opportunity of looking over."—F. W. Sutherland, President and Managing Director "The Journal," St. Thomas, Ont.

THERE is a revelation in store for you in EVERYWOMAN'S WORLD, and it will be a pleasurable one.

The results obtained by advertisers using EVERYWOMAN'S WORLD are almost incredible. There are many reasons why.

One advertiser with a big advertisement last December, costing $161.60, pulled $1800.90 worth of net business in addition to securing agents who are continuing to send in good business. His campaign for the season paid him better in EVERYWOMAN'S WORLD than in any other medium in Canada, including all of the former leaders. (Name and particulars furnished on request.)

Another advertiser, appealing to rural people who keep poultry, secured on part of his appropriation placed in EVERYWOMAN'S WORLD, better results than from his whole season's advertising placed in farm weeklies, to which he gave three to five times the amount—there being but two exceptions (these papers well known to you)—and in spite of the absurdly heavy handicap, EVERYWOMAN'S WORLD pulled up a very close second.

(Facts and figures furnished on request.)

Most pleasing of all is the great favor extended to EVERYWOMAN'S WORLD by the educated, cultured and refined women of Canada, who are its devoted subscribers. Kindly look up the August issue and you will readily discover why. Send for a specimen copy if you have not received one. It will certainly be a revelation to you to find such a good magazine that is all Canadian, *for Canadians.*

EVERYWOMAN'S WORLD now has over 81,387 (sworn) paid-in-advance circulation, which makes a remarkable selling force available for you in Canada.

Rate: only 40c. a line—*the leading Value in Canada.*

CONTINENTAL PUBLISHING CO., LIMITED, TORONTO

NEW YORK
5th Avenue Building
John Sullivan, Manager

PHILADELPHIA
Metropolitan Building
The Acme Press

CHICAGO
People's Gas Building
W. H. Stockwell, Manager

LONDON, ENG., 3 Regent Street S.W., W. A. Mountstephen, Manager

Several Thousand Larger Circulation Than Any Other Weekly Farm Magazine in Canada

The Canadian Countryman
Weekly
Toronto, Saturday, January 9, 1915
THE LATEST CHAMPION MILKER, ROSIE POSCH
Black and White Cattle
Canadian Live Stock for Europe
Two Cooling Factory Crops
Varieties of Apples and Nursery Stock
Hog House Construction
The Removal Problem

Canadian Countryman Proves Circulation by Affidavit and by Post Office Receipt

Net Paid Sworn Circulation Now More Than 37,000 Weekly

During the past year the CANADIAN COUNTRYMAN'S circulation in the Province of Ontario has increased from 16,000 to 24,000. An analysis by counties shows most of this development in what are acknowledged to be the heaviest buying districts. By the coming fall a further increase to over 26,000, in Ontario, is expected. This will give the COUNTRYMAN a total net paid circulation of at least 40,000.

Our idea is the building of a publication which will have a strong all-round appeal to the best farm families. On some of the most important campaigns during the past two years, the COUNTRYMAN has produced better results than any other farm paper in Canada. On the results compiled from sixteen mail order campaigns, the COUNTRYMAN is shown to be indispensable to the mail order advertiser.

The COUNTRYMAN has sufficient faith in the early return of good business to materially increase its circulation, at a time when most publications are vigorously retrenching. This fall we will offer our advertisers a circulation of 40,000 among the best farm families in Canada, without any increase in our advertising rates.

The Canadian Countryman Publishing Co.
14 McCaul Street **Toronto, Ont.**

Economic Advertising

Published in the interests of "more and better advertising"

Subscription Price, $1.00 per year, 10 cents the copy.

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

	Per Year		Per Year
Front Cover	$500.00	2nd Cover	$225.00
Back Cover	300.00	3rd Cover	225.00

Condensed Rates, 3 cents a word; Minimum, One Dollar.

NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto

Vol. 8. Toronto, August, 1915 No. 8

STRAIGHT TALKS

THE NATIONAL MARKET PLACE

NO advertising solicitor, publisher or agency man, can afford to pass up the golden opportunity for business-getting presented by the Canadian National Exhibition, which opens this year on August 28th, at Toronto.

This year's exhibition is expected to break all former attendance records, and the exhibits will surpass in number and importance those of any previous year. This Exhibition has come to be a great National Market Place, where manufacturer and consumer get together once a year for a double purpose—the one to advertise and establish his product—the other to learn how to effect economies and where to acquire new luxuries.

Exhibitors are, for the most part, national advertisers, or prospective advertisers, who come to the Market Place with an open mind. They are only too glad to meet, and talk to, anyone who can offer them good suggestions for increasing their business.

The live wires in the advertising profession know this, and profit by the opportunity to meet and talk to scores of interested prospects from all parts of Canada—all gathered into one place—men who could not otherwise be seen, except by travelling thousands of miles at an expense of hundreds of dollars.

ATTENTION!

ADVERTISERS of national importance are using our advertising illustrations in their copy because they know that nothing can equal a good illustration for attracting attention.

We invite correspondence, and are always pleased to submit samples and suggest new ways of applying art to advertising, for our mutual profit.

Telephone Main 2522, or Write

Stewart and Browne
"Advertising Art Adepts"
23 Jordan St. TORONTO

EXPERIENCE - SERVICE
QUALITY - PRICE

Every member of our firm is a specialist in the department over which he has control.

This is the logical reason why the

PHOENIX ENGRAVING
LIMITED

are forging ahead. They merit your support and invite a trial order.

Half Tone, Intaglio, Zinc and Wood Engravings

37 Richmond Street East, Toronto
'Phone Main 985

Highest Grade
ELECTROS
AND
STEREOS

PROMPT AND EFFICIENT SERVICE

THE NATIONAL ELECTROTYPE & STEREOTYPE Co. LTD.
229 Richmond St. W.
TORONTO
TELEPHONE AD. 16.

The Hamilton Newspaper Union

REACHES

over 50,000 homes every week—and embraces over 200,000 readers.

Let us send you List and Rate Card

Hamilton Newspaper Union
HAMILTON, ONT.

CIRCULATION OR ATTENTION—WHICH?

JUST what do we pay for when we buy circulation, anyway? Is it the press run, or is it the number of people who see our announcements? It matters little how many copies of a newspaper or magazine are printed, sold or distributed, if our ad is not well displayed, or inviting to the eye, we are not getting what we pay for. All this talk about a specified number of people being sure to notice our ad if placed in a certain position, in some particular medium of wide circulation, is pure, unpolluted "breeze."

The attention value of attractive art work and typography cannot be overestimated. It rests with the advertiser himself to *force* the people to stop—look— and listen.

THE CHURCH AS AN ADVERTISER

TRUMAN A. DeWeese, Publicity Director of the Shredded Wheat Company, made some remarks during his sojourn in Chicago on the occasion of the Eleventh Annual Convention of the Associated Advertising Clubs of the World, which are worthy of passing along. Too often the men who manage the affairs of a church fail to bring to their work the same principles of success which made *them* propserous. "Why should a church which cost $50,000 have empty pews on Sunday morning?" asked Mr. DeWeese. "Why not use the newspaper to make the public familiar with all the agencies that are maintained in the name of Christ and in the interest of decency and religious conduct? A church that really wants to be on the firing line, and not a receptacle for fossils, should take space in the daily papers and should pay for it."

A MADE-IN-CANADA SITUATION

MANUFACTURERS are beginning to wake up to the fact that Canadians want the best possible value for every dollar they spend. The man who says his business cannot be successfully advertised, because it is "different," is in the minority today. There are still a few of him, but not so many as there were before the war. He is coming to realize that his goods will not sell in competition with those of foreign manufacture unless they are *known* to be of equal quality. He sees that this MADE-IN-CANADA movement is something more than a band wagon that anybody can ride on. He knows now that he has a long, uphill fight before him, if he wants to stay with his American competitor, who has convinced the Canadian people, through advertising, that his goods are worthy. He admits now that it is his own fault—that the present situation has been created by his own apathy and lack of foresight. This awakening is but one of the by-products of the "great reconstruction" which is now taking place the world over.

More Business than Last Year for Merchants

London reports to Bradstreet's say that the Western Ontario city is doing a normal business. Bank clearings, real estate activities and building operations, which are normal, indicate this. Wholesale, retail and financial men are optimistic. London business houses doing a local trade find that their sales this year are in excess of last year, and last year was a "high water" year. Crops throughout the district are very promising. These statements cover most departments of trade, groceries, dry goods, boots and shoes and hardware. In a few lines like hats, caps and furs trade has been behind.

Excerpt from the

London Free Press

of Monday, July 26.

Western Ontario's Foremost Newspaper

E. J. GUY, TORONTO REPRESENTATIVE
61 Canada Life Bldg. Phone Main 2392

THE MORNING ALBERTAN

THE MORNING ALBERTAN will introduce you to that solid, responsive body of men and women who are interested in advertised products, and have the means with which to purchase them. No other local paper has an exclusive field in Calgary or is in such a good position to give service throughout the rural districts on the day of publication as **THE MORNING ALBERTAN.**

MEMBERS OF THE AUDIT BUREAU OF CIRCULATIONS

SMOKES FOR THE SOLDIERS

WHAT'S the matter with our own Canadian Manufacturers of cigarettes? Are they napping, or did somebody give them the go-by? It is learned that an order for 400,000,000 cigarettes for the Allied Armies in Europe has been placed with an American firm, which is required to supply 10,000,000 cigarettes a day, or 7,000 a minute. Quite some contract, isn't it! Work there to keep a few hundred people busy for the next forty days, that's a "pipe"! Couldn't this order have been handled by one of the various Tobacco manufacturers in Canada? If so, why didn't we get it instead of a neutral (?) nation?

"A COMPOUND MENTAL CATHARTIC"

THAT is the descriptive title of a new periodical in tabloid form, bound "Roycroftie" in pocket size and known as "BAT'S BOOK," which made its bow to the people of Toronto last month. It may be said in passing that this is "some book". The editor and publisher is Burdick A. Trestrail, of Toronto, a brilliant young advertising man with a rare gift for picturesque expression. The first issue is overflowing with "good stuff," a bit strong, perhaps, for the sensitive reader, but none the less good for him. Let me quote a few passages:—

"To those who, in kindly interest, or otherwise, might be curious to know the 'why' of this child, let us say it was conceived in dissatisfaction (as are most things), born in enthusiasm, and will, let us hope, live long, if not too well." . . . "It will not be a mucker or dirty-linen-washer for the sake of sensation; yet will not hesitate to take a fall out of any thing or any body if occasion arises." . . . "We have no policy; no strings; no one to please but our own conscience, and a great, growing desire to see Toronto take its place as the greatest city in Canada, which it never can do so long as its conscience is controlled by a bunch of lallygaggers, who believe that appearances constitute respectability, and politicians who never had to meet a payroll, and who would make fizzles as engineers on peanut stands." . . . "Canada has found herself. She could stand a ten-year war if these yappers would stop predicting peace and use their gab for boosting business." . . . "More brains and less noise will start the merry dollars circulating and give hard times the "bum's rush." . . . "We don't want the Kaiser with us on earth; he hasn't a ghost of a show for Heaven, and it's a cinch the Devil won't take chances with him in Hell. That leaves no place for him but Hamilton. Poor Bill!"

"BAT'S BOOK" sells for ten cents a copy, or $1.00 a year. The address is P. O. Box 351, Toronto, and this isn't a paid ad either.

Look Into the Homes
Look Into the Stores
Look Into the Offices

where the Maclean papers arrive regularly and you will be struck by two things. First, the modern and progressive appearance; second, the important part the Maclean paper or papers take in everyday life.

Each Maclean Publication is Keyed to Service.

Service to its subscribers through its editorial contents; service to its advertisers through the constant efforts of our well organized Circulation Department.

Each Maclean publication stands at the head of its class in its particular field—a Canadian paper with Canada's and Canadians' interests at heart.

Select Your Advertising Mediums from the Maclean List.

THE MACLEAN LIST

Maclean's Magazine
Farmer's Magazine
The Financial Post
Canadian Grocer
Hardware & Metal
Dry Goods Review
Men's Wear Review
Printer & Publisher
Bookseller & Stationer
Canadian Machinery
The Power House
Sanitary Engineer
Canadian Foundryman
Marine Engineering of Canada

Specimen copies and advertising rates sent on application

The Maclean Publishing Co. Limited

143-153 University Ave., Toronto

ALSO AT

MONTREAL WINNIPEG NEW YORK BOSTON

CHICAGO, CLEVELAND and LONDON, ENG.

ADVERTISING AS AN AID TO SELLING

How the Salesman of To-day is Profiting by the Right Sort of Advertising—No Permanent Success Possible Without this Backing—Some Experiences of a Salesman Who has Been Through the Mill

By Bruce H. Robinson, City Traveller for Groceries Limited, Toronto

MR. BRUCE H. ROBINSON

IS advertising an aid to salesmanship? This is a question that some salesmen of the old school are still pondering over.

My first experience in the Grocery Specialty game taught me some of the results obtained by good continuous advertising.

When I first started out as a Knight of the Grip, like a lot more green ones, I had the idea that in selling goods it was ninety per cent. a man's own personality, ten per cent. house or goods represented, with Advertising just a game of graft, to be extracted from the manufacturer's profits, and made possible by the "big noise" Salesman.

I must confess it did not take very long, for experience is a grand old teacher, and things began to happen that showed me I had the wrong conception of the art of selling. At this point, I must say that I was representing a firm that was attempting to market a line of unadvertised goods.

I began to realize that advertising was very essential in placing goods in a merchant's store, and the only agent that could create the demand to move them off the shelves. It is all very well for a salesman to try to persuade a merchant that the cost of advertising comes out of his profits, and to explain that the manufacturer who doesn't advertise is in a position to give him a chance to make bigger profits. But even if this were true, do you think the merchant would take advantage of the bigger profits, or would he cut the price set by the manufacturer? Just to make his opposition sit up and take notice, he is apt to cut prices, with the result that everybody follows suit, and before long the listed price of the article might as well be left off the package.

There is a certain class of merchants who can be persuaded, and

The Daily Average Circulation of

THE EVENING RECORD
(WINDSOR)

FOR JUNE was

9281

THE official crop area of Saskatchewan, according to the report of the Department of Agriculture for 1915, is 10,543,786 acres, as against 9,912,464 in 1914. Saskatchewan has the largest acreage under cultivation of any of the Western Provinces according to official figures. Advertisers should arrange for large copy to reach the people of this rich grain growing district and there is no better medium than

THE SASKATOON PHOENIX

Its last circulation figures per A.B.C. Bulletin were 12,400 daily and on Saturdays over 15,000.

EDGAR J. GUY
Eastern Representative
Canada Life Building, Toronto

OPPORTUNITY

The opportunity to develop the opening market in the Peace River Country has now arrived with the pushing to completion of railway facilities. This market can be commanded by the Manufacturers who immediately and persistently keep their products before the new settlers through the

EDMONTON JOURNAL
(Branch Canadian Newspapers Limited)
Edmonton, Alta.

MAXIMUM ADVERTISING EFFICIENCY

To cover the MIDDLE WEST and secure the maximum of advertising efficiency use

THE HERALD
CALGARY'S LARGEST DAILY

Paid up circulation exceeds that of any other paper in Alberta

WRITE FOR RATES
The Herald Publishing Co.
Limited
CALGARY, CANADA
Daily and Weekly

Eastern Representative, E. J. GUY, Canada Life Bldg.
King St. W., Toronto

then there are the salesman's friends or connections, who will put in an unadvertised line of goods. But when dust begins to gather, and shelf space becomes scarce, friendship arguments and good faith are soon forgotten, and the merchant tires of explaining and demonstrating something he does not know much about. Then again we are living in the 20th Century, and neither customer nor merchant can spare the time required for a personal demonstration every time a sale is made. The dear public of today want what they want when they want it, and you may depend upon it that they get it, if at all possible.

The merchants are beginning to realize this, and show it by stocking those advertised goods, which the public demand. Substitution is gradually dying a natural death, hastened possibly by good advertising.

A big stumbling block to the substitution of unadvertised goods comes in the form of the Telephone, especially in the marketing of food stuffs. A merchant certainly has a poor chance of introducing a new line of goods to a customer over the telephone. Then the children play an important part in boosting advertised goods. They go to their grocer with instructions as to what to ask for, or possibly take a note from their parents. Such changes as these, which have come into existence in recent years, have pretty nearly stopped the practice of substitution, at least in the grocery trade.

Perhaps a few personal experiences will serve to explain the reasons for my attitude towards advertising, which, in fact, is the same as that of nine out of ten men in my line of business.

My first experience on the road was with a line of beef extract, which up to that time had never been advertised. I was travelling down in the Ottawa Valley, a wealthy and prosperous section, where people are generally considered to be susceptible to suggestion.

The first man I called on took a gambler's chance, and gave me an order for a dollar's worth of goods, with the proviso that if it sold he would order a little heavier later on. There were some grocers who would only take on the line subject to return if not saleable.

After three weeks of hard plugging, my order book showed about $400.00 worth of business, on which my profit was about $80.00—not much of a meal ticket for a husky man, after deducting travelling expenses.

My next trip for this firm was down into the Maritime Provinces. Here the magazine advertising, which was started after my return from the first trip, had not yet begun to be felt.

As every travelling man knows, the grocers down there are mighty conservative, and when I started to talk up my line I was confronted with the question of creating a demand. Here was a poser! How was I to make expenses on a line of goods the people knew nothing about? My firm had promised to back up my efforts by a strong local campaign of newspaper ad-

DESIGNERS
COPY-WRITERS
PRINTERS

Our equipment and the men behind it assure perfect satisfaction to every buyer of Acton Printing.

WRITE, WIRE OR PHONE US
ABOUT YOUR PRINTING NEEDS

Acton

Publishing Company, Limited

Corner Queen and Gwynne Avenue
TORONTO

TEL. PARKDALE 4171 MONTREAL; 13 Coristine Bldg.

Jas. Acton, President J. J. Gallagher, Managing Director

vertising in every town, village and hamlet in the territory. This promise did not appeal to me at first, but in desperation I grasped at the argument that advertising would ensure the success of our line, and on the strength of this argument, I managed to make an exceptionally good showing on this trip.

The boss was as good as his word. The minute an order was received from a town, the advertising was rushed down to the local newspapers of that town. The result was a whirlwind success. The public took to the line, first as a sort of novelty, then, when the educational work of the advertising copy began to be felt, the demand grew until this line became a household necessity.

Meanwhile, this was also going on in other parts of the country, and on my return to Toronto I found that it was no trouble at all to book orders. Salesmanship was unnecessary, and for the time being I became a mere "order-taker."

Later, I had an opportunity to realize once more the futility of trying to sell an unadvertised line. This time my principals were marketing a line of canned sea foods on which, in order to put on the market, they deemed it necessary to cut the price below that of our competitors. The cut price secured some business (but no emphasis on the "some"). Moreover, it was found that the price-cutting was more expensive than a respectable advertising campaign would have been. On my return trip, I found that merchants on running out of the line had stocked up again with the goods of our competitors, who had won the respect of the trade for their line through continuous advertising. Here, again, I was brought face to face with the fact that advertising is a necessary adjunct to any selling campaign.

In recent years, I have confined my efforts to selling advertised goods, almost exclusively, and nearly every day I am meeting with fresh evidences of the truth that advertising pays.

In my opinion advertising is the secret and cause of repeat orders. Repeat orders build the business that is worth while.

I am certainly a firm believer in the old saying "It pays to advertise," but I think we can almost afford to cut out that part which says "we must deliver the goods". The public of today are looking for truth in all advertising, and I believe they are getting it.

FORMULA FOR SUCCESSFUL ADVERTISING

THE essentials of the newspaper advertisement must firstly be its attractiveness, its arrangement, and its appeal to reason by the very soundness and truth of its statements, and the formula may be served up as follows:—Take one platitude, stir up with a dash of wit, season with wisdom, flavour with an appeal to the heart, and mix thoroughly.

—*John Hart.*

An optimist is a fellow who makes lemonade of the lemons he has handed to him.

IN

ONTARIO

USE THE

WILSON LIST

of

Rural Weekly Newspapers

REACHING over 155,000 homes every week, circulation concentrated in Ontario, the richest territory in all Canada.

You save the cost of 200 electros, as only 2 sets of cuts are required to print your advertisement in 200 separate publications.

Every advertisement is placed next to interesting reading matter, some of the departments being:—

(1)—**The Housewifes' Corner**—including the famous Ladies' Home Journal Pattern Service.

(2)—**Poultry Department**—with exclusive articles by A. P. Marshall, the poultry expert.

(3)—**Practical Farming**—giving useful advice of interest to every farmer and country dweller.

Write for rates and full particulars to

Wilson Publishing Co., Ltd.
Toronto and Montreal

Head Office:
73 West Adelaide Street, Toronto

ADVERTISING AGENTS ELECT OFFICERS

THE annual meeting of the Canadian Association of Advertising Agencies, was held at the King Edward Hotel, Toronto, on Friday morning, July 16th. There was a full attendance of all the members of the Association present. The President, Mr. Anson McKim, occupied the chair.

The reports presented showed the Association to be in a very flourishing condition and the members were all optimistic with regard to advertising generally, and the concensus of opinion was that next year's advertising will reach a "high water" mark.

After routine business was disposed of, the election of officers resulted as follows:—

President—Anson McKim, of A. McKim, Ltd., Advertising Agency.

1st Vice-Pres.—E. Desbarats, of Desbarats Advertising Agency.

2nd Vice-Pres.—J. E. McConnell, of McConnell-Ferguson Advertising Agency.

Secretary-Treas.—Jno. P. Patterson, of Norris-Patterson Advertising Agency.

A committee was appointed to procure a suitable testimonial to present to Mr. J. E. McConnell, the retiring secretary.

THE ADVERTISING CLUBS ON THE MARCH

By Herbert S. Houston, President Associated Advertising Clubs of the World

MR. HERBERT S. HOUSTON

THE great Toronto Convention last year introduced the Associated Advertising Clubs in an effective way to Canada. After that stimulating and enthusiastic gathering, which sent the movement a long stage forward in its upward travel, the Clubs have belonged as much to your side of the line as to ours, in fact there isn't any line in our thought or feeling or sense of solidarity. We are one, in a big, united, forward-looking undertaking.

Everyone seems to agree that the A.A.C. of W. is on the march. It has been on the march for ten years, but there are many who haven't grasped that fact and understood its significance. But with the serious, sane Convention in Chicago, change has come. Everyone understands now, what many have long understood, that the organization has grasp as well as vision. While it will continue, of course, an organization of ideals, it will be largely concerned with translating those ideals into commercial practice. And that, by the way, is one of the surest methods for preserving old ideals and gaining new ones.

One of the big jobs right at hand is that of educating the public as to the service rendered to it by advertising. This is something we have long talked about, and made several good starts toward accomplishing. There has been a Committee on Educating the Public in the National Educational Committee and it has done some good work. The motion play appeal to the public through "Mr. Noad's Adless Town" and the new play are parts of this work. And this work will go on and be broadened because it will have a tremendous support in the leadership of the Committee on Advertising Advertising, which has as its driving and effective Chairman, Mr. D'Arcy. He believes, and the Executive Committee shares his belief, that the Associated Advertising Clubs have the men who can prepare the best copy that has ever been prepared to advertise advertising and that the Clubs also have the mediums in which and on which this copy can be borne to the public in a continuous and compelling way.

As an essential part of educating the public as to the economies and service of advertising there must go a comprehensive plan to make better retail merchants throughout

For Your
Exhibition
Advertising
make certain that you use the Toronto Daily World, the morning paper with the big Toronto and suburban circulation and the Toronto Sunday World, a high-class five cent weekly with a larger Toronto circulation than that of any other Toronto paper—morning, evening or weekly—with possibly one exception.
A combined total circulation of more than 160,000—a combined Toronto circulation of more than 120,000.
Make the combination contract. Use both papers.

the country. And a plan to accomplish that great end is in the works. Indeed, there are several plans, but all with the same aim of educating retailers to be more efficient as merchants and more far-sighted and able as business men, particularly on the side of better accounting methods and of wiser policies for conserving their credit. The two lines of work that will most directly undertake this big task are those looking to the formation of new Clubs and those that will give these Clubs programs in modern merchandising and selling when they are organized. The new Committee on Club organization in charge of Mr. Florea and Mr. Hunt will take care of part of this work and the Educational Committee, through its Small Town Club programs, which are being made steadily more profitable, will take care of the second part. The A.A.C. of W. stands squarely for the retail distributing system of America and it proposes to do everything in its power to enable that system to render the highest degree of service to the public.

There are other plans besides those to educate the public and educate the retailer, but I particularly want to focus the attention of the Clubs on these two. There is not a Club, not a Departmental, but that touches both the public and the retailer and they can all help in carrying these two plans forward. Mr. Hunt proposes to place before the Clubs the Educational programs for the year. Mr. Pratt and his colleagues on the Educational Committee are now busy framing these, and I have been in close enough touch with the Educational work from the beginning to say definitely that the programs this year are to be the most workable and the most practical that have ever been offered. Then, Mr. Sidener and his Vigilance Committee workers will outline their plans. Everyone in Chicago, I am sure, and this was especially true of the Executive Committee, which came at close grapples with him, was much impressed with the sane strong focus that Mr. Sidener is getting on the Vigilance Committee work. He sees that this work stands for applied commercial righteousness; and seeing this he is undertaking to develop plans that are strong and courageous, but that are at the same time practicable so that they can be applied. Personally I am in the fullest sympathy with this plan. Let no one get the impression that it means Vigilance work "without teeth in it," as some over-zealous souls have seemed to fear. My own feeling is that time will show that the plan has teeth, not to bite savagely and aimlessly, but naturally, with the healthy, normal object in view of chewing and masticating and digesting. This Advertising Club movement is too big to be erratic and it is too strong to be cowardly. But it must use its strength as a strong man should, with intelligence, with kindliness and with courage.

The National Commission is now a going concern. Chicago established that even to the satisfaction of the most doubtful There were

In Times of Stress it is the Fittest who Survive

WAR times try the strength of businesses. The strongest—or the most strategically placed—are those which stand the dislocation best. ¶ It has been said that, in Canada, advertisers are concentrating this year.

¶ It is stated that the strong mediums are carrying a greater proportion of the total business, and that the weaker mediums are carrying less. ¶ A proof of this general statement is furnished by THE OTTAWA FREE PRESS, which actually increased its local advertising during the first six months of this year by 118,000 lines. It dropped in general advertising 144,000 lines—a net loss of 26,000 lines. ¶ **But then Ottawa, as a business centre, is strong—and strategically placed. In no other city in Canada are conditions so near to normal.** ¶ And THE OTTAWA FREE PRESS is strong—and strategically placed. Forty-six years of sole occupation of the field it covers make it relatively more powerful to-day than ever before. Some of its local advertisers have not missed an issue in a quarter of a century. It has been the **Home Paper** in many families for two generations. ¶ Therefore, it is reasonable to find in the record of THE OTTAWA FREE PRESS proof of the statement that advertising now is seeking the channels which pay the best.

¶ For your fall campaign in Canada, think of Ottawa, the city of prosperity. ¶ Inquire of THE OTTAWA FREE PRESS from any advertising agency—any general or local advertiser—or from us. ¶ If you wish any work done among retailers, our Service Department will help you—without charge or obligation.

THE OTTAWA FREE PRESS

OTTAWA - CANADA

Members of the Audit Bureau of Circulations

Toronto Fair Best on Record

Directors Planning Programme on Scale Commensurate with Record Attendance

THERE was never a time in the thirty-seven years of its history when the Canadian National Exhibition promised more real instruction and entertainment than this year. In addition to the marvelous proofs of the manner in which the patriot at home is taking care of his responsibilities in the way of increased production that the patriot at the front may have the wherewithal to keep his place in the battleline, there will be special features of patriotic and historic significance.

The big war spectacle in front of the Grand Stand will be quite the most elaborate pageant ever presented by the Fair, while the Model Military Camp, aeroplane flights, and the mining and torpedoing of ships in the harbor, supplemented by the war trophies, will be a revelation.

The new Giant Midway, with its army of spielers, never presented a more diversified list of attractions, while the Hippodrome and Circus in front of the Grand Stand will be a triumph in the amusement line. The Fair this year in all departments promises to excel any previous one ever held at Toronto.

The Directors are looking forward to a repetition of the "Million Year" and are planning their programme on a scale to fit this immense attendance.

some who seemed to feel that Chairman Ingersoll was a dreamer—and he is. But he is a dreamer of dreams that come true. And with him are associated men of the type and fibre who help him to bring this to pass. The result of some strong co-operative work in Chicago has been the bringing of the National Commission from a section in the Constitution to a great place in the advertising world. In my belief this is going to be the greatest co-operative agency for good that exists in any field of American business. Chairman Davies, of the National Trade Commission, was greatly impressed in Chicago with the practical aims of the Commission and with the simple machinery by which these aims are to be secured. Right now Chairman Ingersoll and I are in conference as to important future plans, and I want to assure the Clubs that they are plans for interrelated work. Let no one get the impression that the Departmentals and the Commission are to be outside and beyond the Clubs; they are an integral part of the Clubs. And they are going to be one of the most efficient agencies through which and by which the Clubs are to accomplish their great purpose of improving advertising, of standardizing advertising and of translating the Truth emblem into trade practice.

WHY BUCK PROSPERITY?

IT'S the spineless pessimist who bucks prosperity by sitting back and waiting for things to settle down—he listens to the influence of the calamity howlers' spirit and courts failure.

Imagination usually plays the major part in conditions—identified by "hard times," "business depression," "off seasons," etc., and the penalty as a rule equals the power and vividness of that mental creation. An old saying runs, "imagination is the key to Heaven"; it is also the barometer of a future, registering high or low, according to the mental view point.

Fear closes many a factory and keeps money in the cyclone cellars. Come out soldier-wise and fight in the open, for more than likely you will find the storm passing in another direction. Do not be like the lamb, who at the first foolish noise rushes to cover, or the chicks who scatter before a shower.

The term "convention" too often masks business cowardice, and "watchful waiting" hides fear shackled decision. Never give your trade, live or prospective, an opportunity to say you "dropped out," it is only a blind for fear or failure. Never give a competitor a chance to say, "one side, please," for if he passes, your prospect for success is considerably lessened.

Nearing the goal, the course grows longer, but a prize bearer never stops for a rising grade, or an opposing tide. Now is your chance to advertise your strength—your optimism, under fire perhaps—and reinforce the common good.—*The Business Philosopher.*

THE STORY OF THE ST. CATHARINES SILK MILLS

The Birth of a New Canadian Industry—Its Growth in Less than One Year from an Idea to a Thorough-Going Institution—The Race to Keep up With Demand—How Advertising has Clinched the Success Already Achieved and is Making the Future a Certainty

By Kenneth S. Fenwick

ONE of the first, and most successful, of the new Canadian Industries that have sprung up since the war started is the St. Catharines Silk Mills, Limited. The men responsible for this new enterprise, which has grown in

"Well! I Never
had so much real pleasure in wearing a glove as I've had from
Queen Quality
SILK GLOVES
Every pair is double tipped. Every finger fits all the way up. And the seams are so smooth. Never the slightest suspicion of a ridge—or a lump—or a wrinkle."
MADE in CANADA and sold by the smartest shops everywhere at from 50c to $1.50 the pair.

less than one year from an idea into a well-entrenched institution with distribution from coast to coast, are thoroughly conversant with every detail of the silk business. One is an expert glove maker, with fifteen years' experience. Another is a manufacturer of broad experience and marked executive ability. Another is a financial man with a wide knowledge of silk weaving and production. And a fourth is a manufacturers' agent with a long established business and a valuable connection with the dry goods trade from Halifax to Vancouver. The story of how these four men were brought together, and what they have accomplished in less than one year, reads like a romance.

On the 15th of August, 1914, F. L. Kromer, of Buffalo, and H. C. Specht, of Cleveland, were strolling along West Wellington street, Toronto, discussing the war and its probable effect upon their business interests. They had thought of coming to Canada to engage in the manufacture of silk cloth, but had come to no definite decision in the matter, and their visit to Toronto had been for the purpose of looking over the field and gaining information. Glancing at the signs on the buildings as they passed, one noticed the name of Richard L. Baker, manufacturers' agent, and suggested to his friend that they call in and get a line on the Canadian situation from a man who was evidently in close touch with the dry goods trade.

In the course of their conversation with Mr. Baker, they learned that the demand for silk cloth in Canada was not to be compared with the demand for the finished products which could be made from silk cloth—that there were no facilities in Canada for the production of silk gloves and underwear—that, up to that time, most

of the silk gloves worn by Canadian women had come from Germany—that the United States had always had the call for *pure* silk gloves, as the German gloves were made from silk cloth which had been "loaded,"—i.e., immersed in a bath of chloride of tin, to give body to the silk. As everyone familiar with the silk business knows, this "loading" rots the fabric. These "loaded" German gloves had been selling at from 50 cents to $1.00 a pair, while the *pure silk* gloves from the United States, on account of the tariff, could not be sold in Canada for less than $1.00 to $2.00 a pair. If it were possible to manufacture pure silk gloves in Canada to replace the inferior goods of Germany, and to sell at the same prices, the Canadian people would quickly appreciate the difference in quality, and the success of the line would be assured. Moreover, the supply of German gloves had been cut off. Here was an opportunity of a lifetime, but it needed quick action. Just how quickly that action was taken may be judged in the light of later developments.

The first problem to be solved was that of production, and Mr. B. S. Griffin, of Brooklyn, N.Y., a man of 15 years' experience in the manufacture of fine quality silk gloves, was telegraphed for. Mr. Griffin was then in business on his own account in Brooklyn. He had formerly been in charge of the glove factory of the Amsterdam Silk Mills, at Fultonville, N.Y., and later at Amsterdam, N.Y. He had started the Amsterdam plant for the Fownes people of Manchester, England, and knew the glove business from A to Z.

He arrived in Toronto by the first train, a conference was held in Mr. Baker's office, and as a result of this conference a new company was formed with H. C. Specht as president, B. S. Griffin, vice-president, F. L. Kromer, secretary-treasurer, and R. L. Baker, director and sole selling agent. The company was capitalized at $100,000 and a charter obtained.

Ladies!
Do YOUR
Gloves Fit?
Queen Quality
HERE is a remarkable difference in gloves. Some gloves simply will not pull down over the finger tips. For example note the illustration on the left. See that ugly little projection at the tip of each finger? That's just one of the annoyances you avoid by wearing
Queen Quality
Silk Gloves
¶Every demand of daintiness is met in "Queen Quality" double-tipped Silk Gloves. So carefully drafted—so beautifully finished—that, when pulled on, every finger fits PERFECTLY, as shown in the illustration on the right. ¶Only the finest grade of Japanese silk is used. This silk, known as "Extra Classical," is imported from Japan in the raw, and woven in Canada. ¶"Queen Quality" and "Made in Canada" stamped in gold in every pair. Prices, 50c. to $1.50 the pair at the smartest shops.
If you have difficulty in supplying your needs, write us for the address of your nearest "Queen Quality" Shop.
ST. CATHARINES SILK MILLS, Limited
Dept. ST. CATHARINES, ONT.
Makers of "Queen Quality" Italian Silk Lingerie
Queen Quality

The next step was the choice of a location for the plant. This was no easy matter, as the dyeing of silk is a very delicate operation, and the water must be free from certain constituents found in the water supplied by most cities, and must contain certain properties

not usually present in the average water supply. Experiments were made and St. Catharines chosen as the most suitable location from all standpoints. On the 8th of September Mr. Griffin went down to New York to purchase machinery of the most modern type, and before the end of October this was installed, together with a gigantic Milanese weaving machine from Nottingham, England, in a temporary building at St. Catharines, Ontario.

Mr. Griffin brought with him from Brooklyn, 25 expert glove operators to teach the St. Catharines girls the intricate art of finishing, and before the 15th of November the new plant was ready to make deliveries.

It was intended from the first that the manufacture of fine silk underwear should be developed side by side with that of gloves, and this has continued to be a very important branch of the industry.

Before the first deliveries were made, it was decided to arrange for a national campaign of advertising. This took nerve. It also required faith in the power of publicity, because it meant the expenditure of a considerable sum of money at a time when everything was going out and nothing coming in. But these four men who have accomplished a miracle—or something very like it—had the right idea. They knew that in order to build up a permanent business with the trade, it was necessary to brand their goods and advertise them. Mr. Baker had already registered the trade mark "Queen Quality" for use in connection with silk gloves, underwear and hosiery, but no one knew better than he the futility of trying to market a line of branded goods that the public knew nothing about.

After much deliberation, and a careful survey of the agency situation in Canada, an advertising agency was selected and taken into their confidence. The facts and figures were laid out before the agency representative, together with all information necessary to ensure the success of the campaign. A list of dealers who had promised to handle the line was furnished, and this list was used as a basis for the selection of media in which the advertisements should appear.

Twenty advertisements were prepared, 10 for gloves and 10 for underwear, of which five glove and five underwear ads occupied 200 lines each (100 x 2) and five glove and five underwear ads occupied 100 lines each (50 x 2).

The newspaper advertising was confined to those towns and cities in which distribution had been arranged for, and appeared twice a week in the following list of dailies:—

Halifax *Chronicle and Echo*, St. John *Telegraph and Times*, Charlottetown *Guardian*, Quebec *Chronicle* and *Le Soliel*, Montreal *Star* and *La Presse*, Ottawa *Journal*, Toronto *Star*, *Globe* and *Mail*, Hamilton *Spectator*, St. Catharines *Standard* and *Journal*, London *Free Press*, Port Arthur *Chronicle*, Winnipeg *Free Press*, Calgary *Her-*

ald, Edmonton *Journal*, Vancouver *Province* and Victoria *Colonist*.

Magazines were also used to supplement the newspaper campaign, and advertisements ranging in size from 100 lines (50 x 2) to 224 lines (standard magazine pages) appeared in the following list of monthlies and illustrated weeklies:—*Canadian Magazine*, *MacLean's*, *Everywoman's World*, Toronto *Saturday Night* and Montreal *Standard*.

In order to take the fullest possible advantage of the best seasons for selling these seasonable lines, it was decided to divide the advertising into two campaigns, the spring campaign to commence in March and continue until June 30th, and the fall campaign to commence in September and continue until Christmas.

Each advertisement was made to emphasize a certain talking point, and at the same time, drive home the main argument—that "Queen Quality" silk products are made from the finest grade of silk obtainable, imported from Japan in the raw, woven in Canada and finished in large, airy workrooms by expert and robust Canadian girls. Every illustration was made to tell a part of the story—just enough to arouse curiosity regarding the text, and to make sure that the copy would be read.

A portfolio entitled "Proofs of Our Co-operation with You," was prepared for the use of the travellers, and for distribution to the trade. This portfolio contained proofs of the entire series of advertisements, together with an offer to furnish electros free to dealers who would agree to display the goods in their windows and use the cuts in their local papers.

A full page ad each month throughout the year in the *Dry Goods Review* is keeping the proposition constantly before the trade and paving the way for the travellers.

From the very first the demand has been far in excess of the supply, but while the output for the first few months, though small, was sufficient to supply the urgent

Queen Quality
ITALIAN SILK LINGERIE
A Triumph of Canadian Workmanship
EXQUISITE creations in Negligees, Boudoir Caps and Undergarments, daintily embellished with charming little rosebuds, cleverly executed bows, knots and ties—and beautifully made with accordion, sunburst knife-pleating, or in plain ripply effects—now shown by the smartest shops.
If you have difficulty in supplying your needs, write us for the address of your nearest Queen Quality shop
ST CATHARINES SILK MILLS Limited
Dept. ST. CATHARINES, ONT.

demands of the dealers, as soon as the advertising began to make itself felt, and the people started asking for "Queen Quality" gloves and underwear, the race to keep up with the demand commenced in real earnest.

The cutting and finishing room had to be enlarged twice, and the original force of 25 experts and 15 St. Catharines girls had to be increased to 40 experts and 160 St. Catharines girls. At present the organization comprises 200 girls and 30 men, including mechanics, weavers and executives. The "experts," or teachers, are employed

to train the local workers and to make each girl an expert in her particular specialty. In the winding department the girls are kept busy filling and replacing the whirling bobbins, with the endless strands of cream colored silk from which the natural gum has been removed, or partially removed, by boiling. In the preparation of the spun silk for the weaving machines 336 of these bobbins are placed on 336 pegs on six narrow shelves about six feet long. From the bobbins the strands of silk, for all the world like spun glass, are passed through perforated brass plates arranged in a frame about one foot long and six feet away. The focusing of these filmy threads into the space of one foot gives the effect of a sunbeam striking through the room. The first impulse on seeing this is to walk through it—with what dire results in lost time and labor may well be imagined.

The 336 threads are wound on a drum three feet in diameter until the required yardage is reached. This yardage, ranging from 1,800 to 3,000 yards, is indicated by an automatic clock, the long hand showing the hundreds. The threads are then cut, knotted and wound back upon beams 144 inches long. These beams are then placed in the weaving machines, the "Tricot" machine making silk cloth in the tricot weave, and the "Milanese" machine, which is said to be the most "intelligent" piece of machinery ever invented, turning out the famous Milanese weave.

When the woven silk comes off the machines it is dyed white, black or any color desired. It is now 144 inches wide, and very soft and baggy. To obtain the proper elasticity it is stretched on a large frame in the drying room. This reduces the width to 72 inches. The material is held on the frame by rows of needles set as close together as the teeth of a saw.

When thoroughly dried and stretched the silk is sent to the cutting room, where the most modern cutting dyes in the world are in operation, cutting out the various parts at the rate of 18 pairs of gloves at a single stroke. In the finishing department, which is large, bright and airy, row upon row of industrious girls are kept busy operating the most modern sewing machines in existence. Every single operator knows her work perfectly and does it well, but that does not prevent the most searching inspection after each operation is completed. One girl does the pointing (or fancy stitching) on 175 dozen pairs of gloves in a week. Others do the point tying, tipping, thumb seaming, inserting, stitching, welting, fourchette sewing, trimming and turning, hemming, clasping, steaming and boxing.

There are 19 different operations in the making of a glove, and after each operation is completed the work is inspected by an expert. After clasping, each glove is subjected to a final searching examination before being passed to the ironers for steaming and boxing, which consists of fitting on a steel glove form and subject-

ing the glove to an inenset steam heat. It is this that gives the gloves their beautiful smooth appearance, as you see them in the store.

From the first of March until the first of August there has been no falling off in the demand for "Queen Quality" silk products, and although the total shipments for November were naturally very small, the output has increased by leaps and bounds. The December shipments exceeded those of November by more than 500 per cent. —January showed an increase of 65 per cent. over December—February an increase of 400 per cent. over January—March an increase of 73 per cent. over February—April an increase of 68 per cent. over March.

By the first of May the volume of orders had increased to such an extent that it was found imperatively necessary to greatly enlarge the force of workers. New machines were installed at once, and although all the available chairs in St. Catharines were pressed into service, the supply was not sufficient to meet the requirements, and a carload of chairs was ordered forthwith.

May, June and July have been bumper months and the St. Catharines Silk Mills have been taxed to the utmost to keep pace with the ever-increasing demand for their products.

At one time the Mills were so far behind in their orders that it seemed almost certain that the goods would be returned. And just here is where advertising saved the day. The public interest, which was responsible for the overwhelming call from the dealers, continued to grow more and more intense, and the demand became daily more insistent. The dealers were only too glad to get the goods, even although shipped from one month to three months later than the dates specified on their orders. Not one single case of goods was

Queen Quality
Preserve the Natural Lines of Your Form
YOUR most becoming gown will be improved an hundredfold if worn over lingerie modelled on form-fitting lines. Not until you have experienced the delight of wearing
Queen Quality
ITALIAN SILK LINGERIE
with its sympathetic softness—its lustrous beauty—its sheer, gossamer texture, preserving the natural temperature of the body, and permitting the pores to "breathe" as Nature intended—will you know the real comfort and luxury heretofore enjoyed only by the woman of wealth. ¶The establishment of this new All-Canadian Industry now places these exquisite garments within the reach of the slenderest purse. ¶Shown by the smartest shops from Coast to Coast.
Write for the address of your nearest "Queen Quality" shop
ST CATHARINES SILK MILLS Limited
Dept.
ST CATHARINES ONT.
Makers of "Queen Quality" Silk Gloves
Queen Quality
Queen Quality

returned—advertising had scored again. Mr. B. S. Griffin, vice-president, told ECONOMIC ADVERTISING that, in his opinion, the growth of the business has been marvellous. "Aside from the fact that the advertising has been favorably commented upon by experts both in Canada and the States," he said, "it is demon-

strating its value all the time. Letters are coming in every day as a direct result of the advertising, proving beyond question that it is read, and its suggestions are being acted upon."

The plant of the St. Catharines Silk Mills is a veritable revelation of what brains, experience, organization and executive ability can accomplish. Every process from the doubling and twisting of the raw silk to the final inspection of the finished product is in operation there. The raw silk is imported from Japan, in skein form, packed in bales. In buying raw silk there are numerous grades to choose from and there is a difference in price between the various grades of 50 cents a pound. Thus the finest grade of raw silk is much more expensive than the lower grades. Only the very *finest* grade, known as "Extra Classical," is bought by the St. Catharines Silk Mills, insuring uniform quality and the best value obtainable anywhere in the world.

So strong is the faith of these manufacturers in their product that every glove carries a guarantee ticket covering any imperfections which may appear after the gloves have left the factory.

This is a striking example of the principle of "Better Goods Made-in-Canada." The policy of the St. Catharines Silk Mills has always been to give such value at the price that the public will never be satisfied with less, thus effectually disposing of the problem of future competition with the flimsy "loaded" products of German manufacture, and at the same time building a reputation for quality and value that cannot be affected by future competition, and that time can only enhance.

The future of the St. Catharines Silk Mills is assured. Advertising is carrying this story of "Better Goods Made-in-Canada" into thousands upon thousands of Canadian homes. The field of operations broadens day by day. The goods are right. The values are right. And publicity is the best possible guarantee that these good goods, and these good values, will continue to satisfy Canadian women for all time.

Today the advertising of "Queen Quality" silk products is not regarded merely as a means of creating and stimulating demand. The demand has been created, and requires but little stimulating. It is now looked upon as an insurance policy, providing absolute protection against the possibility of future depression and the oblivion that, all too often, is the result of failure to reckon with the human element and its characteristic frailty—forgetfulness.

The longer you live, if you live right, the less you will think of yourself.

* * *

Speeding the Gospel of good cheer in business is effective in most advertising.

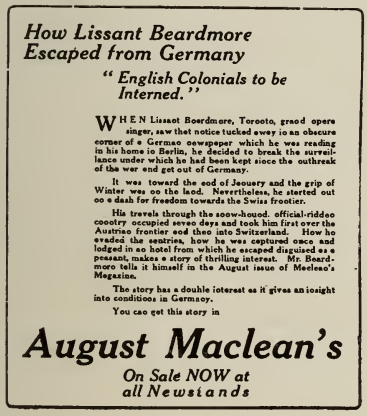
* * *

A man's opinion of his competitors is a good indication of his character.

RECENT ADS—GOOD AND OTHERWISE

By The Captious Critic

THE ad for August *MacLean's* is a fair sample of the excellent copy put out by this magazine. This copy is appearing in the daily newspapers and is receiving favorable comment from advertising men and others. It would be strange, indeed, if this sort of advertising failed to increase


How Lissant Beardmore Escaped from Germany

"English Colonials to be Interned."

WHEN Lissant Boardmore, Toronto, grand opera singer, saw that notice tucked away in an obscure corner of a Germao newspaper which he was reading in his home in Berlin, he decided to break the surveillance under which he had been kept since the outbreak of the war and get out of Germany.

It was toward the end of January and the grip of Winter was on the land. Nevertheless, he started out on a dash for freedom towards the Swiss frontier.

His travels through the snow-housed, official-ridden country occupied seven days and took him first over the Austrian frontier and then into Switzerland. How he evaded the sentries, how he was captured once and lodged in an hotel from which he escaped disguised as a peasant, makes a story of thrilling interest. Mr. Beardmore tells it himself in the August issue of Maclean's Magazine.

The story has a double interest as it gives an insight into conditions in Germany.

You can get this story in

August Maclean's

On Sale NOW at all Newsstands

the news stand sales of *Maclean's Magazine*. It is bright, newsy, timely and convincing.

* * *

The "Chocolate Soldier" appeal in Moir's advertisement somehow fails to convince me. There is too much straining for effect—too much effort to work in a reference to the war and the Allies—and not enough talk about the product to be sold.

The art work is excellent, though, and the type is large enough to make easy reading. These good features are overshadowed by the faults in the text. The general impression which is left in the mind is that the writer is clever,

"Thrice is he armed who takes a box of Moir's."
The skilful general avails himself of every possible advantage. Likewise, the careful suitor remembers that one of his best aids is "sweets to the sweet."
Let a box of Moir's be your ally—the finest chocolate delicacies that ever delighted the heart of a girl.
MADE IN CANADA
MOIR'S
CHOCOLATES

and not that the *goods* are indispensable, and that is perhaps the worst fault that any advertisement could have.

* * *

The United Photographic Stores have been running some unusually attractive copy lately in the dailies. The specimen reproduced is representative of the entire series. The treatment in the illustration is striking and effective, the caption is pertinent, and the text is bound to create a favorable impression of the service offered by this advertiser. *Results and Prompt Delivery* are of prime importance to the amateur photo-

After you have taken your Pictures carefully —Have them carefully developed.
You naturally want results, so put your films in the hands of people who know how—people who have the finest darkroom equipment in Canada. The U. P. S. Service stands for the best results your exposures will yield, delivered on time.
The UNITED PHOTOGRAPHIC STORES Limited
New Store, 297 Yonge Street (The Harold A. Wilson Bldg.)
Warehouse, 256-260 West Richmond Street.
ALWAYS USE ENSIGN FILMS

grapher. There is a general air of assurance about the wording that is convincing.

* * *

BABY'S OWN SOAP
Best for Baby
Best for You
THE particles of pure vegetable oil which are rubbed into the open pores of the skin with the creamy fragrant lather of Baby's Own Soap renew the life of the skin—help nature along. It assures a soft, white, healthy skin and its use delights both young and old. Baby's Own is for sale almost everywhere.
ALBERT SOAPS LIMITED, MFRS., MONTREAL

There is a good argument in the ad of Albert Soaps Limited, for Baby's Own Soap. This makes one feel that such a soap is safe to use, not only on the delicate skin of the baby, but also on your own. This is a good ad, even though it is not enclosed in an attractive border. In fact, if a border had been used it would have added nothing to its effectiveness. It is seldom that the use of a plain type face and a simple illustration can be made to produce such a strong effect.

* * *

Have you ever really seen your skin as others see it?
Too often we stand back from our mirrors, give our complexions a touch or two of the mysterious art that lies in our vanity cases, and—congratulate ourselves that our skins are passing fair.
If we were come under any closer inspection than we do in our own mirrors, the method would be well and good.
Go to your mirror now and examine your skin closely. Really study it! Find out just the condition it is in.
Whatever the trouble is, you can make your skin what you would love to have it. Make a daily habit of the Woodbury treatment given here. It will keep your skin so active and healthy that almost before you know it—your complexion will take on the greater clearness, freshness and charm of "a skin you love to touch."
Use the treatment once a day
—regularly just before retiring. Lather your whole cloth well with Woodbury's Facial Soap and warm water. Apply it to your face and distribute the lather thoroughly. Now, with the tips of your fingers work that cleansing, antiseptic lather into your skin—always with an upward and outward motion. Rinse with warm water, then with cold—the colder the better. Then—finish by rubbing your face for a few minutes with a piece of ice.
You will feel the difference the first time you use that treatment. Use it persistently and in ten days or two weeks your skin should show a marked improvement—a promise of that greater loveliness which the daily use of Woodbury's always brings.
If you start this treatment today—
you will want to touch the answer that longing of yours for the charm of "a skin you love to touch." A 25c cake of Woodbury's Facial Soap is sufficient for a month or six weeks of this treatment. Get a cake today. Begin at once to get the benefits for your skin. It is for sale by Canadian druggists from coast to coast including Newfoundland.
Woodbury's Facial Soap
For sale by Canadian druggists from coast to coast including Newfoundland
MADE IN CANADA
JOHN H. WOODBURY'S FACIAL SOAP

No woman could fail to be interested in the caption, "Have you ever really seen your skin as others see it," when accompanied by a

drawing of the quality of that used in the Woodbury advertisement. This advertiser has always made the best possible use of his advertising space, but the ad reproduced shows a combination of art work, caption and text that is almost irresistible.

* * *

ALWAYS LEADS ON THE HOLIDAY!
Swift's Premium Cooked Ham
To ensure a delightful holiday lunch see that your basket contains—
Swift's Premium Cooked Ham
Makes the most appetizing sandwiches—delightful for cold lunches, etc.
"Swift's Premium" Quality is unsurpassed. Ask your dealer for "Swift's Premium" Cooked Ham and insist on getting it.
Swift Canadian Co. Limited
Toronto, Winnipeg, Edmonton

The Dominion Day appeal of the Swift Canadian Co. is timely and the illustration is appropriate. Unfortunately, it seems to be the custom of advertisers of hams and bacons to confine their advertising efforts to a few scattered insertions on the eves of holidays, ignoring the important fact that ham and bacon are used, day in and day out, in most families. There is an opportunity for some progressive firm to establish its prestige in this line in Canada by continuous advertising.

* * *

She's Daddy's Girl-
The very sunshine of his life. He's planning great things for her—if he lives.
And if he dies—well, he's proud of the fact that she will then receive—regularly—each month—as long as she lives—a cheque from The Imperial Life to provide for her every need.
You can provide in this way for your little girl. Our free booklet tells all about it. Write for a copy. Address—
THE IMPERIAL LIFE
Assurance Company of Canada
HEAD OFFICE - TORONTO
Branches and Agents in all important centres

Human interest is essential in successful life insurance advertising, and the Imperial Life has taken full advantage of an appeal which cannot fail to make men think. This ad is the best specimen of its kind which has ever come to my desk. It made *me* think and think *hard*—and I'm a hardened advertising man. What wouldn't it do to a "tenderfoot?"

* * *

There are cheap corsets, but when the most graceful and comfortable corsets cost but little more than the cheap ones, why wear any but the best?
Comfort and an air of refinement become second nature to wearers of
C/C
à la Grâce
CORSETS
(Made in Canada)
The Crompton Corset Company Limited
78 York Street, Toronto

Corsets are not easy to advertise. If the figure of a half dressed female is used to illustrate the goods to be sold, there is a danger of antagonizing the super-sensitive —if a fully dressed woman is shown, the details of the construction of the corset must be left to the imagination. In this Crompton Corset ad there is a happy combination of the two methods of presentation, which strikes me as being just about right.

* * *

If you are feeling down in the mouth, think of Jonah—he came out all right.

SEEING THE "IS" IN ADVERTISING

A New Light on the Subject of Advertising during Times of Depression—Two Vital Problems and Their Solution—Greater Opportunities for Display when Volume of Advertising is Reduced—A Real Opportunity for Thinking Men

By J. J. Gallagher, Managing Director, Acton Publishing Co. Limited

THINKING business men are realizing the truth of what has been to many a theory until this industrial depression began—that advertising has its place in business in times of stress as well as in prosperous days. The adjective "thinking" is used advisedly, for it is because it cannot be more generally applied that advertising sales are lower than they should be. Who has not heard someone expound the logic that advertising was unnecessary when business was good, but indispensable in a period of depression? Almost invariably this lip philosophy automatically reverses to suit the needs of its exponent, to be thrown into the scale as a balance against sound judgment. Present conditions, being without precedent, have caused executive heads to think more deeply, to plan more carefully that the interests entrusted to them might be best served. As a result advertising is revealed in a new light to many who have hitherto given it but shallow consideration. And the reason is obvious. In most enterprises one of two things has happened, either the market has been practically wiped out by the war or there has been a marked falling off in sales. For the first class the problem is to find a new outlet, and for the second group the difficulty is to check the falling sales and to revive interest in the product. These objectives may be attained in numerous ways, but there is a rider to every plan, and that is, it must not cost too much to work itself out. Hence it is inevitable that advertising should stand out above all other agencies as an effective and economical means of assisting materially in the solution of these vital problems. Advertising never has had such an opportunity to effectively serve its employers, nor business men ever such a chance to harness the printed word. As frequently happens when opportunity floats around this one is not realized as it might be. Men's minds are so divided, between interest in the war and plans to economize that many have no room for other thoughts—and some are actually saving expenses so carefully that they are actually losing money! When war broke out it was reasonable to expect that even the best advertisers might seek cover—temporarily. But some of them have not come out yet, and if they do not appear soon will be getting mouldy.

It is a good thing to be careful

in times like these, but one can be an extremist, like the man who starved to death because he did not want to eat any germs in his food. It may be very good to save on advertising expenditures for a few months, but one must understand that the momentum created by aggressive methods will not last indefinitely after those methods have ceased. And it is a great deal more difficult to get up steam on an up-grade when one has come to a standstill than when travelling on a straight road.

Those who have included advertising cancellations in their economies are looking at it from a standpoint not entirely correct. For a simile it might be said that they regard advertising as they would a powerful machine in the plant—100 per cent. efficient in normal times, but now something representing a big investment and to be so treated that the capital involved may be, if possible, kept in the bank. If there is no business the machine is useless, but advertising is calculated to give its greatest service when everything else seems least worth while. The war itself has shown the usefulness of advertising in its relation to present conditions—has illustrated beyond contradiction its effectiveness. Kitchener never would have succeeded in raising a volunteer army of four millions without advertising; the national relief funds were raised by advertising; the appointment of an official censor was a tribute to the remarkable power of the press as a world-wide disseminator of facts; the diversion of America's immense tourist traffic from Europe to the Pacific Coast was undoubtedly compelled by circumstances, but given its direction by advertising; the "Made in Canada" and "Made in America" movements would have been impossible but for advertising. It seems hardly fair to say of a wide-awake manufacturer that he does not see the value of advertising at present. He does see it; he must; but he needs a jolt to make him realize that the cap is made for his head. On the other hand some of the keener advertisers are making a lot of hay while it is raining. They are cashing in on the very indifference of the space users who remain under cover. They reason that a fly has better display on a bald head if he is not with a crowd. The absence of many patrons gives the man who does advertise a larger share of the calcium light, a greater portion of the public's attention.

There are several big advertising campaigns now running which have been conceived since the war began, showing that their originators are not daunted by the situation confronting them, but encouraged to take advantage of it. They appreciate the fact that a dollar buys more advertising value to-day than ever. Not that rates are being cut, except in isolated instances, but because the advertiser gets a bigger space on the stage, more of the reader's attention; because there is not the usual volume of advertising.

Another view worthy of thought

is this, that advertising is more interesting than ever to the consumer, who is seeking guidance on how to spend his money to best advantage and where. Do not forget that the gospel of economy has been preached long enough to stack up fair sized savings accounts that are going to be spent when the owner is convinced he or she should buy.

One could go on relating sound reasons why advertising should be at this time above all others employed consistently, but why do so? Every man must do his own thinking, and solve his own problems. But most of us are interested in advertising for its own sake as well as for personal reasons, and everyone really interested in the advancement of advertising should be, in the language of the day, a recruiting sergeant, that more disciples may be secured who will carry the message of advertising to the business world, or to that portion of it which has not realized yet its place and its power. These missionaries, going about their work, earnestly, perseveringly and thoughtfully will find receptive and fertile minds in which to sow the seed, when once they slit the hazy envelope of uncertainty which clouds the minds of most people these days.

HOW IT STRIKES THE BUYER

Some Impressions of Present Day Advertising as Viewed from the Other Side of the Fence

By Harry Lee Hutchens, in The Advertising World (Columbus)

I WISH to explain, first of all, that I am not a practical advertising man. I am not engaged in the advertising business, and never have been. I am merely a careful reader of advertising and sales literature and a purchaser of the articles that such literature describes.

Far be it from me to pose as an adept in the use of English. It is simply my object to bring to the attention of the aggressive and progressive readers of this magazine, some announcements which I have noted from time to time, the wording of which should have been improved, and doubtless would have been, had the one having charge of such matters inspected the reading matter more carefully. I am not presuming to tell the practical advertiser how to word his announcements; in fact, the trend of this whole article is along the line of how not to word them.

Some of us err in such cases through ignorance; more often, it is the result of carelessness. In any event, we can all benefit by the errors of our associates, and if this article results in impressing upon readers the importance of employing a little more care in the wording of their advertising

and sales literature, it will have accomplished its purpose.

Most of us have laughed at an advertisement which has, it appears, been quoted in nearly all the papers in the country. It reads:

SHOES SHINED INSIDE

Obviously the wording of that announcement could be improved, but how much better is the following from a present day advertisement:

ELECTRIC TATTOOING DONE INSIDE

The mayor of a small town in Illinois made a startling statement in a recent newspaper interview advising the housewives of his city as follows:

"If the women of this city wish to feed tramps they should not feed them on the inside."

A grocery in Michigan advertises, "Our eggs cannot be beaten in this country."

Just what kind of eggs that grocer handles is not clear, unless they are of solid ivory. Still, another grocer in the same state is not far behind on the egg question when he announces:

"Our eggs 28c to-day. Better try a dozen. Then you'll appreciate what fresh eggs are."

Of course, what that grocer wants to convey is apparent, but the wording is capable of a construction decidedly unfavorable to his product, and a little more careful scrutiny of the announcement would certainly have caused him to change it somewhat.

Sometimes we find unfortunate combinations of listed articles. The following announcement would hardly induce anybody to invest in a cake:—

"All kinds of fresh and salt fish twice a day during Lent. Also agent for the finest axle grease. So, too, our angel food cake and strawberry pie will please you."

A grocer in Indiana announces, "Fruit jars, brooms, spices and other eatables."

A tailor in Columbus, O., exhibits a sign reading:—

"Others will cheat you—why not come here in the first place."

An industrious restaurant owner in Chicago announces:

"Let us feed you as your mother did."

Most of us feel that we passed that stage long ago.

A laundry-owner in Wisconsin is evidently trying to be funny when he advertises:

"We wash everything but the baby."

However, a hardware dealer in Kentucky is witty, apparently, without knowing it, when he exhibits a sign reading:

"MUST MOVE TEMPORARILY."

A sign in a hotel in Missouri reads:

"Do not try to use the halls if filled with smoke and hot gases."

The management of a general store in Arkansas uses a letterhead which leaves us no doubt who wears the trousers. It reads:

"W. T. SIMPSON, PROPRIETOR
MRS. W. T. SIMPSON, BOSS"

It is difficult to restrain the

march of progress. Note the following editorial "boost" from a Canadian newspaper:

"By installing an up-to-date bath-room on his premises, our barber, Mr. J. A. Atchison, has shown enterprise, and, that he is here to cater for the wants and needs of the district. Men who have not yet seen his bathroom, and especially the fine bathtub, should call and have a look at it. It is well worthy of our city, and Mr. Atchison is to be congratulated on it. We hope he will receive the patronage in this direction which such enterprise deserves."

It would appear that there is an excellent field for the development of the bathtub industry in that section of Canada, and our readers who are interested in that line are earnestly urged to get busy.

Advertisers are rapidly coming to realize that a somewhat more careful inspection of their advertising literature is necessary. If an advertiser pays real money for reading matter, he is entitled to have it presented to his readers in the best manner possible. Advertising space costs the same, whether the reading matter be properly worded and attractively presented, or otherwise. For example, one need not be perfect in the use of English in order to appreciate the unconscious humor involved in the following advertisement of an automatic device for watering hogs:

"The pigs can, of course, be poured some water or slop over the fence into the trough."

A zealous dry goods merchant in Tennessee calls attention to the character of his service as follows:

"'Our service is prompt and satisfactory. We cater to busy people—no waiting at this store. Our customers are quickly wrapped up, tied, and handed their package by experienced bundle clerks."

Such errors are not always committed by the one who prepares the advertising and sales literature. Sometimes, they are the fault of the compositor or proofreader, but the careful advertiser does not rely wholly upon these people. He reads and rereads his advertising matter before it is published, in an effort to determine whether it contains any remark or series of remarks which may serve to bring into ridicule himself or his product.

When riches take wings, they usually exceed the speed limit.

* * *

In the great game of life there is a big league scout in every grand stand.

* * *

The harder you work the less time you have to worry.

* * *

An optimist makes a cheerful spendthrift.

* * *

We are an echo if we have no convictions of our own.

* * *

It's a wise guy who does not monkey with his own destiny.

MEN AND MEDIA

G. G. ROOKER, advertising manager of the Fort William *Times-Journal* for the past two years, has resigned his position in order to attend the officers' training school in Winnipeg for overseas service with the C.E.F. Before going to Fort William Mr. Rooker was the Toronto *Globe's* western representative for a number of years.

* * *

J. A. Macdonald, editor of the Toronto *Globe*, was recently honored by Oberlin College with the degree of LL.D.

* * *

Jack Dower, of Toronto, was married on June 23rd to Miss Sadie Thompson, of Lisbellow, Ireland. Mr. Dower is assistant editor of the *Monetary Times*, Toronto.

* * *

The *Saturday Sunset*, Vancouver (B.C.) has discontinued publication. This paper was formerly published weekly.

* * *

O. M. Alger, proprietor of the Tweed (Ont.) *News* has purchased the Pembroke (Ont.) *Standard*. The Tweed *News* will be in charge of Ewart Alger.

* * *

O. M. Seim, of the Hepworth (Ont.) *Progress* has disposed of his interests to W. R. Kinch.

* * *

The Alexandria (Ont.) *Times* has started publication. It is published by J. A. Laurin.

H. A. Britton is managing editor of the *Business Man and Salesman*, a new publication just issued at London (Ont.)

* * *

D. Alger Bailey, formerly of Lethbridge and Darmengay, has started a new weekly in Calgary (Alta). This paper will be known as *Fair Play*.

* * *

H. R. Evans, S. J. McDonald and A. L. Steward, of the Nelson (B.C.) *News* staff have enlisted for service with the Canadian Contingent. On the eve of their departure they were presented with engraved wrist watches by their friends in the office.

* * *

The address of the Montreal *Standard* has been changed to 144 St. James Street, Montreal.

* * *

Benjamin Deacon, until recently managing editor of *Beck's Weekly* and formerly with the Montreal *Herald* and *Financial Times*, has joined the staff of the Winnipeg *Telegram*.

* * *

H. B. McKinnon, editor of the Toronto *Globe's* Agricultural page, has received a commission as a lieutenant in the Army Service Corps. He has been succeeded by Gordon L. Smith.

* * *

Allan McGiffen, who has enlisted for service with the 3rd. Contingent, has resigned from the Gagnier trade papers. He has been succeeded by John Mac-

Laren, formerly of the staff of the Toronto *World*.

* * *

Virgil B. Guthrie, a prominent newspaper man of Cleveland (O.) had a rather interesting experience recently at Sarnia (Ont). While taking pictures of the water-front he was arrested as a German spy, and was held for several hours as a prisoner of war. Fortunately he was known to the chief of police, who came to his rescue, saving him from a lengthy sojourn in Canada at the expense of the Government.

* * *

The Edmonton *Journal* has been elected to active membership in the American Newspaper Publishers' Association.

* * *

L. G. Taylor, mayor of Vancouver, has established a new evening daily, to be known as the Vancouver (B.C.) *Globe*. Frank C. Doig, at present editor and publisher of the Seattle *Trade Register* will be managing editor. Mr. Doig was formerly connected with the Vancouver *Province*, Seattle *Times*, and the Tacoma *Times*, and has frequently done special work for the Hearst newspapers, the United Press and other Eastern publications.

* * *

Wilbur Neil Burkhardt, for the past year assistant city editor of the Chicago *Journal*, has resigned to become managing editor of the Winnipeg *Tribune*.

* * *

J. N. Chevrier, general manager of *Le Devoir*, Montreal, has been elected President of the I.C.M.A. Mr. Chevrier was for many years connected with *La Patrie* of Montreal.

* * *

W. F. Long Co., Inc., of New York, have been appointed American advertising representatives of the Brockville (Ont.) *Record*.

* * *

Le Petit Journal is the name of a new French evening paper, published in Montreal. This paper will be run in conjunction with *Le Reveil*, which is edited by Tancrid Marcil. This new paper will be issued at 7 p.m. daily and will make a feature of selections from the editorials of the afternoon daily papers.

* * *

The New York daily Jewish newspaper *Vorwarts* has been denied the privilege of Canadian mails, on account of its pro-German tendencies.

* * *

Lyle L. Reed has left the Vancouver *World* to become the advertising manager of the Victoria (B.C.) *Victorian*.

* * *

John Roxburgh Smith, formerly of the Montreal *Herald*, died recently in Montreal at the age of 57 years.

* * *

J. W. Van Atter, editor of the Goderich (Ont.) *Star*, is mourning the death of his father.

* * *

Bruce A. McKelvie, of the Vancouver (B.C.) *Province*, is east on a vacation.

* * *

Frank Ford, of the Moose Jaw

(Sask.) *News*, who enlisted as a private in the 5th Battalion, is reported killed in action.

* * *

J. K. Falconer, formerly in charge of the circulation of the Regina *Leader* has accepted a similar position with the Saskatoon *Phoenix*.

* * *

A. R. Fenwick, formerly of the Vancouver *World*, has left to become managing editor of the Everett (Wash.) *Tribune*.

* * *

The Vernon (B.C.) *News* recently celebrated its 25th birthday.

* * *

The Penticton (B.C.) *Herald* recently published a 20 page paper, on the occasion of the opening of the Kettle Valley Railroad. The new railroad has greatly increased the importance of this town, by giving quicker communication with the coast.

* * *

The Vancouver (B.C.) *World* has moved into its new quarters, at the corner of Hastings and Richards Streets.

* * *

Prince Edward Island, the cradle of Confederation, will not lose the effect of its greatest publicity opportunity after all.

The *Charlottetown Guardian* has published a special "Souvenir Number" commemorating the 50th year of the Confederation. Arrangements had been made for a Confederation Jubilee Celebration to be held in Charlottetown, P.E.I., last September, but this had to be abandoned owing to the outbreak of the European War.

* * *

John A. Rittinger, president of Rittinger & Motz Limited, died at Berlin, Ont., on Thursday, July 27th, 1915, in his 61st year.

* * *

The address of the *Industrial Progress*, Vancouver, B.C., is changed from 198 Hastings Street West, to 707 Yorkshire Building, Vancouver.

* * *

Charles W. Cavers, late editor of the Montreal *Standard*, and a well known Canadian newspaper man, has enlisted for active service with the 60th Regiment of Montreal.

* * *

The *Journal of Commerce*, which has been published in Montreal as a daily publication for the past year, is now issued weekly.

* * *

Bert Howard, formerly of the staff of the *Evening Times*, Moose Jaw, Sask., has accepted a position with the Winnipeg, Man., *Free Press*.

* * *

J. Miller Fairlie, editor of the Wiarton, Ont., *Record*, is leaving Canada to join his regiment in Scotland for overseas service.

* * *

Leroy Scott and Nelson Minhinnick, of the editorial staff of the *Advertiser*, London, Ont., have enlisted for service with the Army Medical Corps.

* * *

James Thompson, formerly on the staff of the *Times*, Hamilton,

Ont., was presented with a military wrist watch by his associates in the office, on the occasion of his departure to enlist for active service.

* * *

Frank H. Rowe has been elected advertising counsel for the Poster Advertising Association of Canada. Mr. Rowe is general manager of the E. L. Ruddy Co. of Toronto, and will continue his duties with this firm as formerly.

* * *

In the July issue of Economic Advertising we published an item sent us by the Montreal *Gazette*, announcing that Mr. J. J. Fischgrund became advertising manager of that paper on July 1st.

The announcement went on to say that "the *Gazette* has the largest circulation of any morning paper in Montreal." We published the item in good faith, word for word, as received by us.

The Montreal *Mail* has taken exception to the statement relating to the circulation, and ask us to publish the correction, which we gladly do, that the Montreal *Daily Mail* has the largest circulation of any morning newspaper east of Toronto.

* * *

We had the pleasure of a visit on August 3rd, from Don Tuck, formerly editor of Economic Advertising, who has been in camp at Niagara for the past two months. He expected to leave Canada for the front on August 6th.

* * *

The Cobalt *Daily Nugget* issued a very interesting Special Number on July 24th, printed on the first paper turned out by the Abitibi Power & Paper Co situated at Iroquois Falls, and considered the largest paper plant in Canada. This special number contained special articles on Northern Ontario, and an illustrated write-up on the paper and pulp plant itself.

* * *

W. W. Emerson, formerly advertising and circulation manager of the Winnipeg *Farmer's Advocate*, is now advertising manager of the *Grain Growers' Guide*, Winnipeg, Man.

* * *

H. F. Weld, who has been connected with the advertising department of the London *Farmer's Advocate*, has gone to Winnipeg to act in the capacity of advertising manager of the Winnipeg *Farmer's Advocate*.

* * *

Two court decisions, of importance in their bearing on the relations of advertisers and newspapers, were handed down recently in Montreal.

In the case of the Montreal *Herald* and W. H. Scroggie, Ltd., in liquidation, it was held by Justice Weir that the newspaper was entitled to collect 15c. a line for the balance of space unused on a contract made before the company operating the store went into liquidation. A clause in the contract read:

"This special price is allowed on the understanding that all the terms of this contract shall be adhered to by the advertiser, in default of which the price shall be 15c. per agate line, and it is further agreed that should the ad-

vertiser fail to comply with the terms of present contract for any reason whatsoever, the publisher of the *Herald* will have the right to claim as liquidated damages 15c. per agate line for the number of lines used or for the number of lines remaining unused."

The claim amounted to $73,133.-74, and the liquidator resisted on the ground that it was excessive. The Justice, however, gave judgment in favor of the *Herald* for the full amount of the claim.

In the case of Dame Lea Jubinville, doing business under the name of the Lyons Cut Rate Drug Store, who brought suit against the Montreal *Star*, claiming $15,000.00 damages because the *Star* refused to publish a portion of an advertisement which the newspaper thought to be calculated to do injury to certain manufacturers, Justice Lane upheld the contention of the *Star* and dismissed the action without costs.

* * *

The 57th Annual Meeting of the Canadian Press Association will be held at Toronto on Thursday and Friday, September 2nd. and 3rd. An interesting and instructive programme has been arranged. Some of the speakers will be:—

W. A. Thomson, Director, Bureau of Advertising, A.N.P.A.

E. K. Whiting, Manager Owatonna (Minn.) *Journal-Chronicle.*

Dr. Talcott Williams, Columbia University, New York.

Joseph T. Clark, Toronto *Star.*

D. A. Jones, Pembroke (Ont.) *Observer.*

President R. A. Falconer, University of Toronto.

Sir John Willison, Toronto *News.*

Dr. J. A. MacDonald, Toronto *Globe.*

P. D. Ross, Ottawa *Journal.*

J. E. Atkinson, Toronto *Star.*

E. Norman Smith, Ottawa *Free Press.*

* * *

The annual meeting of the Master Printers' and Bookbinders' Association was held recently at the Ontario Club, Toronto. Mr. Douglas Murray, the retiring president, occupied the chair, and one of the main questions under discussion was the Copyright Act. A committee was appointed to make further enquiries and report. The following officers were elected for the year: president, George M. Rose, of the Hunter-Rose Co.; vice-president, A. F. Rutter, of Warwick Bros. & Rutter; secretary-treasurer, Harry McBride, of the Carswell Co. The advisory Board of last year was re-elected.

* * *

William Buckingham, a former newspaper man, died in Stratford, Ont., June 11, in his eighty-second year. Mr. Buckingham, who was best known as manager of the British Mortgage Loan Company, began his business career as a newspaper man. In 1857 he was parliamentary reporter for the Toronto *Globe* and later owned and published the Norfolk *Reformer.* He was a past president of the Canadian Press Association.

* * *

Edward Clissold, a former newspaper man, died in Ottawa last month in his eighty-second year.

GEORGE W. COLEMAN

After thirty years of business activity, George W. Coleman, twice President of the Associated Advertising Clubs, has retired from business to devote his time exclusively to public service and to educational work among the immigrants and others who throng the world-famous Ford Hall meetings at Boston.

Mr. Coleman severed his connection as Advertising Manager with the W. H. McElwain Company, Boston, on July 1st. He is President of the Boston City Council, and has been for some time acting Mayor of Boston.

While his intention is to devote his best energies to the Ford Hall meetings and the Sagamore Sociological Conference, Mr. Coleman will continue to take a keen interest in Ad Club work. His office will be with the W. H. McElwain Company, as in the past.

* * *

The first Sunday newspaper in Calgary, Alta., is now published on Saturday night. It is a new edition of the *Western Standard*, published by Colonel B. S. White.

As the Canadian law forbids the publication of a newspaper on Sunday, all the work of printing and distributing is done on Saturday night. The *Sunday Standard* carries the latest war news, full reports of Saturday's sports and news of general industrial and social interest.

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JUDGING THE QUALITY OF NEWSPAPER CIRCULATION

Quality Not a Mysterious Intangible "Something"

JUDGE FOR YOURSELF

Character of News and Advertisements Reflects Quality of Circulation

Because an advertiser cannot follow the newspaper into the homes it does not follow that he cannot judge to a fair extent the quality of the circulation of that paper.

Just as you can judge the class of trade a store enjoys by the goods displayed, so the character of the advertising and news in the paper will show to a great extent the class of its readers.

If a paper showed this—advertising columns, in which Toronto's best stores advertise day after day and that are entirely free from objectionable advertising—news columns, in which rumors are not sensationally displayed but in which the greatest variety of news is found and the doings of Toronto almost minutely reported—Editorial columns, independent of any political influences—What would you judge?

That, that paper would appeal particularly to Toronto people, and to a good solid class?

We have drawn a fair picture of THE EVENING TELEGRAM and of a total daily average circulation last month of 89,808, its circulation **in Toronto** was 84,672 and of that 63,754 papers were delivered by boys into Toronto homes each night.

THE EVENING TELEGRAM has a circulation, in Toronto, many thousands greater than that of any other paper.

THE EVENING TELEGRAM
TORONTO - CANADA

"Scotching" your trade

THE finest anti-skid in business is advertising.

If business steps back and back and down and down—will you stand by helplessly—or will you scotch your present position by advertising?

One advertiser remarked that one year he advertised, yet his business went back twenty-five per cent. But he was quite pleased to add—"And if I had not advertised I should have been out of business."

He was manufacturing an article that was an expensive luxury. This advertising was aimed at lessening the distance between luxury and necessity.

If business is dull or slipping away from you, steady advertising will at least keep it up to normal. We can advise you *how*, *when* and *where* to advertise.

J. Walter Thompson Co.
Limited

Advertising Agents

Lumsden Building, Toronto

Phones: Main 329 and 330

Economic Advertising

A Monthly Magazine for Canadian Advertisers

VOL. 8 — SEPTEMBER 1915 — NO. 9

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These Products Are Known From Ocean To Ocean

YOU can scarcely pick up a newspaper or magazine, published anywhere in Canada, that does not contain an advertisement for **Gillett's Lye, Magic Baking Powder** or **Royal Yeast Cakes.**

The detail work in connection with the handling of such an account demands a strong, highly-trained, well-balanced organization.

After having served this client, continuously, for ten years, it is most gratifying, and significant, to receive such a letter as the following:

TORONTO, June 7th, 1915.

NORRIS-PATTERSON, LIMITED,
Mail Building, City.

GENTLEMEN,—

For your information we beg to say that we have recently received an enquiry regarding the service rendered by your concern, and it was with much pleasure that we felt able to advise them of the very satisfactory service that we have always received from you during the many years that this Company's advertising has been placed by you, and in view of the excellent service rendered us, we were pleased to speak a word in your behalf.

Yours truly,
E. W. GILLETT CO., LTD.
(Signed) J. R. Kirkpatrick.

We have half a hundred other clients, any one of whom would gladly give equally convincing testimony if approached upon the subject of Norris-Patterson Service.

NORRIS-PATTERSON, LIMITED
Advertising Agency
MAIL BUILDING TORONTO

Who Buys Your Goods?

WOMEN buy over 90% of *your** goods! Why not get your sales talk direct to them? Why waste time and money appealing to non-buyers when you can reach your market direct through Everywoman's World?

You would laugh at a salesman—say for an expensive motor car—who wasted his time talking to all of your factory hands and office clerks trying to sell them his car when you are the only man who could and would buy. This suggests a big point for you to consider.

Keep your eye on the *wise* advertisers using space regularly in Everywoman's World—reaching directly and without waste the cultured Canadian women in more than 81,387 English-speaking good homes throughout Canada. These homes are mainly in the rich *rural* districts and the *small towns* where there is plenty of money and real prosperity this year!

Ask your Advertising Agent for particulars regarding this unequalled market for your goods. Write us direct for details and analysis of circulation on Everywoman's World and invite us to talk over with you what we can do in helping you to greater and better sales this coming Xmas and Winter Season.

Rate only 40c. a line.

The Leading Value in Canada

EVERYWOMAN'S WORLD, TORONTO

* Send for a little brochure "Do Women buy Razors." The facts may surprise you. We will send you also other valuable research figures bearing on your sales.

I Am a Molder of Fortunes

I HAVE returned dividends of one hundred per cent. and more, and yet millions of dollars are wasted upon me.

I AM the technical school teaching for rank and file, for millionaire and laborer alike.

I AM the clarion voice of the mercantile world, used in announcing pure foodstuffs, latest styles, hygienic wearing apparel and amusement devices that help make weary people happy.

I HAVE elected obscure men to public office, and am used by governments, states, provinces, cities, and towns in spreading broadcast words of advice to farmer and city dweller.

I AM the brain child of the world's brainiest men.

I AM quite often thought of as a worker of miracles, yet I have never worked one.

I HAVE been heard in the remote corners of the frozen wastes of the northland and in the burning wastes of the desert lands of the south.

I HAVE helped slay the dragon of fear and distrust that lived in the minds of millions of men and women, of buying any new article, by explaining what it was, how and under what circumstances it was made, and why it would be to their advantage to buy it. And

I WILL go on forever, growing more powerful each day, for I am "TRUTHFUL ADVERTISING JUDICIOUSLY HANDLED."

WRITTEN BY T. E. WALSH,
LONDON, ONT.

Economic Advertising

Published in the interests of "more and better advertising"

Subscription Price, $1.00 per year, 10 cents the copy.

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

	Per Year		Per Year
Front Cover	$500.00	2nd Cover	$225.00
Back Cover	300.00	3rd Cover	225.00

Condensed Rates, 3 cents a word; Minimum, One Dollar.

NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto

Vol. 8. Toronto, September, 1915 No. 9

STRAIGHT TALKS

IT PAYS TO ADVERTISE—HONESTLY

IT has been well said that "unless the great reading public believes what it reads, our advertising loses much of its effectiveness," and that "advertisers must be taught that they cannot afford to court disaster by printing other than clean, honest, believable advertising."

That's good, sound, red-blooded, logical horse sense. There's no nonsense about the beauty and grandeur of a lofty ideal in that—no exhortation to do what's right because it's wrong to do what isn't right—no heroics—no pretence—merely GOOD BUSINESS.

Show us where we can get more business for the same expenditure in advertising, and we sit up and take notice. If those who were responsible for the existing lack of faith in advertising had been bright enough to see this point, there never would have been any need of preaching the "Gospel of the Believableness of Advertising." They would have known that "honesty is the best policy," because —IT PAYS.

THE PASSING OF THE FRAUD

THE U. S. Post Office Department is credited with the statement that "hundreds of millions of dollars have been wrested from a confiding public by misleading advertising." I can well believe that. I have had a few dollars "wrested" from me, and

THE WOMAN'S INFLUENCE

in the purchase of nearly every household commodity is paramount. What does the average man know of values in Groceries, Dry Goods, or Clothing (including his own) ? And in the towns this condition is even more fixed than in cities.

The Curtis Publishing Company state, "The woman goes to the store more often in the small towns than in the cities. Before a man gives a decision on a suit he takes it home for his wife's approval." Then the logical place in which to tell this woman the story of your goods is in the paper she always reads—the local weekly.

Two hundred such papers have been combined in one economical service for the convenience of advertisers.

Rates and particulars on application.

The Wilson Publishing Company of Toronto
Limited

73 West Adelaide Street - Toronto, Canada.

A BUMPER CROP

The largest crop in average yield with an increased acreage of 598,831, is now being harvested in Alberta. This means an increased market for all advertised products. Commence developing this market at once by using space in the

EDMONTON JOURNAL

The home paper without which Edmonton and district cannot be covered

EDMONTON - ALBERTA

ALBERTA'S RECORD CROP

The largest crop in the history of the province is now being harvested. This means a prosperous year. *Calgary* will benefit owing to a large percentage of the crop being handled by the Goverment Terminal Elevators which are situated in the city

Advertise Your Goods where there is Money to Buy Them

The Calgary Herald

DAILY AND WEEKLY
Are the Papers to Use

WRITE FOR RATES

LARGEST CIRCULATION IN THE PROVINCE

Eastern Representative, E. J. GUY, Canada Life Bldg.
King St. W., Toronto

nearly everyone has been victimized at some time or other. Remember our friend Sheldon of Montreal? He was a "good" advertiser.

And who hasn't been tempted to "get in on the ground floor" of some fake mining proposition, offering shares worth $10.00 for 79 cents? I have a certificate for 100 shares in a mine out in Cripple Creek, Colorado, that I would sell cheap. That certificate has prevented me, over and over again, from making money in mining propositions that were genuine, because I wouldn't believe the claims of the promoters.

Then there are the advertisements offering large salaries for "a few hours' pleasant work daily." These people get those who reply to their advertisements to send along $10.00 as a "guarantee of good faith," and then forget to acknowledge receipt.

A picturesque figure of days gone by was the man who offered to sell genuine steel engravings for 10 cents. He didn't state the size, but the price was low and he landed the business. On receipt of the order, he promptly sent a one-cent stamp, and the victim usually chose to keep quiet rather than risk being ridiculed.

One of the most shameful forms of dishonest advertising is the guaranteed cure for some incurable disease. Thousands of poor creatures are swindled out of their savings in this way.

The fake prize contest is a form of dishonest advertising which has injured the advertiser more than the public. This class of advertising is not nearly so common as it once was.

Within the last few years there has been a vast improvement in the ethical tone of advertising. The greatest improvement is noticeable in the advertising of manufacturers which enjoy a national distribution. But retailers have not been slow to realize that it pays to build for the future, and there is a marked change for the better in their announcements.

The plain swindle, as practiced by the "postage stamp man," was morally bad and indefensible, although it had a flavor of humor which gave the dose a sugar coating. But the over stated value in the retail advertisement—the statement that a $1.00 article was worth $1.50 and would be sold at 99 cents—offered absolutely no excuse with which to satisfy a guilty conscience.

The use of comparative prices in department store advertising has been denounced by some authorities as harmful and unnecessary. There can be no logical objection to the occasional use of comparative prices when the prices quoted as "regular" are genuine. Reduced prices always make a stronger appeal when the regular prices are quoted. The harm lies in the temptation to exaggerate values in order to make the reduction appear to be greater than it really is. But in a city where the population is not constantly changing, such a policy would soon put any store out of business.

The volume of indecent and immoral advertising is decreasing.

There Must Be a Reason--

When, despite Unfavorable Business Conditions, a Magazine goes ahead by leaps and bounds; when each month brings in 2000 new subscriptions by mail alone; when news stands which once sold ten to twenty copies are now selling 50 to 75 copies.

This is what MACLEAN'S MAGAZINE is doing and the reason is—*Preeminence in editorial contents.* MACLEAN'S has set out to secure work from all the best Canadian writers. Each number contains stories and articles from the brightest men and women the Dominion has produced. Other illustrious names will be added soon. MACLEAN'S is blazing a new trail in the Canadian magazine field.

THE MACLEAN ALL-STAR LIST

Stephen Leacock
Agnes C. Laut
Alan Sullivan
L. M. Montgomery
H. F. Gadsby
Hopkins Moorhouse
and

MORE TO FOLLOW

The Magazine that is widely read is the magazine that brings results.

Speciman copy and advertising rates on application.

The Maclean Publishing Co.
Limited
143-153 University Ave., Toronto

MONTREAL WINNIPEG NEW YORK
BOSTON CHICAGO CLEVELAND
AND LONDON, ENG.

All reputable publishers refuse to print such advertising to-day. The movement to eliminate all kinds of objectionable advertising has been taken up by the leading publishers of Canada and the United States, and it is daily growing harder for the advertiser of questionable character to get his proposition before the public.

THE DUTY OF THE PUBLISHERS

IT is most important to every honest advertiser that the publishers should not relax their efforts to keep their advertising columns clean. Publishers who have refused thousands of dollars' worth of objectionable advertising have found that their loss has been more than repaid by the increase in desirable advertising secured as a result of this action. As the general public is skeptical of the statements made in advertisements, the present cost of advertising is greater than it should be. Out of a thousand possible customers who read and should respond to advertising, the percentage of enquiries received is surprisingly small. When this skepticism shall be removed, as it must be in time, advertising will come into its own at last. And when the people know that all advertising is sincere, those who are interested will respond quickly—the advertiser will be in a position to eliminate guesswork—the medium will be enabled to give a practical demonstration to the prospective advertiser before the contract is signed—and the advertising manager will have no difficulty in proving to his board of directors that the advertising can be made to pay for itself out of the profits on the business it brings in.

CANADIANS WIN PRIZES

IN RICE "LEADERS OF THE WORLD" IDEA CONTEST

IN the spring of 1914, the Rice Leaders of the World Association offered $10,000 in cash prizes for ideas and suggestions for their members. Simultaneously they offered $15,000 in cash prizes to retailers for photographs of window displays of the goods of the members of the Association. Both contests were open for one year, from May 15th, 1914. Forty of the leading manufacturers of the United States are members of the Association, no two members being in the same line of business.

In the Contest for Ideas and Suggestions, only one idea could be offered to any one member; no two ideas could be alike; and each idea or suggestion had to be incorporated into fifty words. Contestants were not required to submit forty ideas, but naturally the chances of winning a prize were better if they did. No entrance fee was exacted; the contest was open to anyone, without obligation or expense of any kind; and no limitation was placed on the character of

The London Free Press

Western Ontario's Foremost Newspaper
Member Audit Bureau of Circulations

Circulation over 40,000 net paid

The Free Press does not grant return privileges to agents, consequently Free Press Circulation is all sold. Advertisers who use the Free Press—a great many use it exclusively in its field—know and get what they pay for.

EDGAR J. GUY, Toronto Representative
61 CANADA LIFE BLDG. PHONE MAIN 2392

Distribution of Circulation of

THE SASKATOON PHOENIX

Average for week ending Aug. 14, 1915

Total Circulation - 13,497

City of Saskatoon - -	5,287
In Saskatchewan not including Saskatoon - -	6,997
Alberta - - - -	420
Manitoba - - - -	152
British Columbia - -	60
Ontario and East - -	421
U.S. and Foreign - -	160
	13,497

This is the time to catch the people of West while they are in good heart due to the immense crops being harvested. The Saskatoon Phoenix is the best medium in Northern Saskatchewan to reach these people.

EDGAR J. GUY
Eastern Representative
Canada Life Building, Toronto

PRESTIGE

Without contest or solicitation the St. Catharines Standard has increased its circulation more than 1,500 within the last fifteen months. The daily press run is now over 7,000. You do not err when you include the Standard on your newspaper list. You err if your don't include it.

Sample copies, rate cards, circulation statements, and general information on request.

The Standard's net paid circulation for the twelve months ending June 30th, 1915, was 6,429. To cover Lincoln County right National Advertisers may count on the Standard.

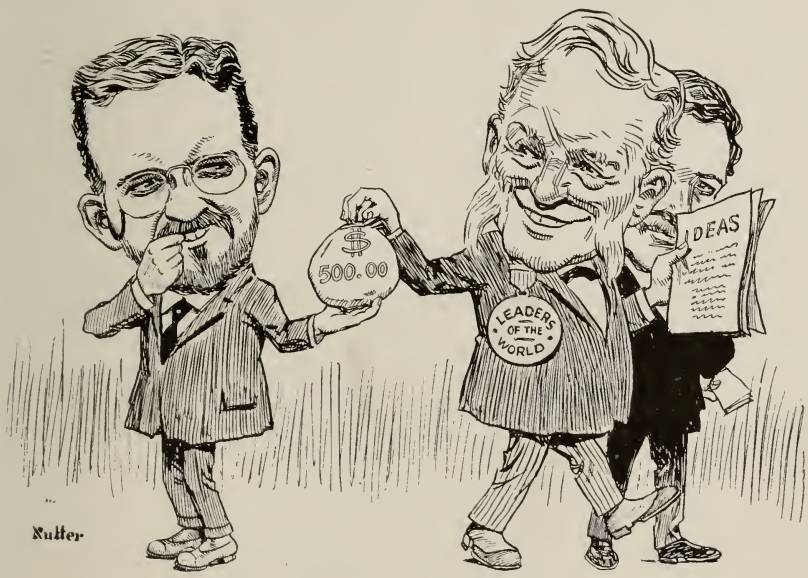
Member Audit Bureau of Circulations

The Standard Printing Co.
St. Catharines, Canada
Population, 17,000
City Assessment 1914, $12,480,185

the ideas or suggestions to be submitted. Ideas were wanted which might tend to improve business methods or products, or to help in any way relations with customers or with the public.

The contest closed on May 15th, 1915, and prizes were awarded on August 16th of this year. The prizes totalled $10,000, divided into 3,388 prizes, ranging from $1,000 down to $1.00 each. An award of merit was also offered to anyone submitting a suggestion that might be accepted.

The first prize was awarded to the man submitting the greatest number of accepted ideas, and so on throughout the list of prizes. All ideas had to be sent to the Association's offices and were distributed among the manufacturers to whose business they referred.



Ralph W. Ashcroft of Montreal Accepting Second Prize

Thus each member of the Association received only ideas pertaining to his particular business.

The success of each contestant depended absolutely upon the value of each of his ideas to one particular advertiser, and while this operated in a great measure favorably, still a contestant might submit an idea to one manufacturer which, though unsatisfactory to him, might have been just the thing that another manufacturer would have accepted.

The exact number of contestants is not known, but it is understood that nearly 50,000 entries were received from all parts of the

EFFECTIVE ILLUSTRATIONS AND DESIGNS
PREPARED AND REPRODUCED BY—

STEWART & BROWNE
ADVERTISING ART ADEPTS

23 JORDAN ST. PHONE M. 2522
TORONTO ONT.

Highest Grade
ELECTROS
AND
STEREOS

PROMPT AND EFFICIENT
SERVICE

THE NATIONAL ELECTROTYPE
& STEREOTYPE Co. Ltd.
229 Richmond St. W.
TORONTO
TELEPHONE AD. 16.

MORNING ALBERTAN

Only Morning Paper in

CALGARY

Has added over 3,000 new subscribers during past four months.

Put it on your list for 1915-16. It will will pay you to do so.

world. In the list of awards, the names of 19 Canadians appear, the second prize of $500 being awarded to a prominent Montrealer.

The First Prize of $1,000 was won by Mr. A. J. Edgell, 29 W. 39th Street, New York, N.Y.

The Second Prize of $500 was won by Mr. Ralph W. Ashcroft, Manager of Publicity, Canadian Consolidated Rubber Co., Montreal,

The Third Prize of $250 was won by Mr. W. H. S. Pearce, Newton, Mass.

Other Canadian prize winners were:—A. A. Alley, Charlottetown, P.E.I.; F. W. Burry, Toronto, Ont.; J. W. Cambridge, London, Ont.; F. P. Creech, Revelstoke, B.C.; P. Doyle, Sault Ste. Marie, Ont.; T. E. Frind, Vancouver, B.C.; J. J. Grant, Stellarton, N.S.; F. O. Hollis, Brampton, Ont.; W. Hyde, Victoria, B.C.; G. W. Jones, Prince Albert, Sask.; W. D. G. Lawrence, Fort Lawrence, N.S.; Helen C. Leonard, Quebec, P.Q.; S. T. H. LeSueur, Ottawa, Ont.; J. McConnell, Antigonish, N.S.; E. H. McNaughton, Cobourg, Ont.; E. W. Murchison, Toronto, Ont.; G. Perry, Mitchell, Ont.; T. B. Wallinsley, Fox Point, Ont.

An article from the pen of Mr. R. W. Ashcroft, of Montreal, winner of the second prize of $500, appears in this issue of Economic Advertising. Mr. Ashcroft has had a most successful and interesting career. For a number of years he was associated with Mark Twain, and handled all his publicity and business affairs. He also won first honorable mention at the Toronto Convention, last year, for his paper submitted in the "Advertising and Selling" competition.

TWIN DOLLAR DAYS AT ST. CATHARINES

AUGUST 20th and 21st, Friday and Saturday, were two good trade days in St. Catharines. Some fifty merchants participated in the event where previously about twenty or twenty-five favored it.

Dollar Day in February last made a favorable impression with the merchants, and this time it was much easier to gain their consent to join in the Twin Dollar Days event.

Easy consent, however, did not eliminate a whole lot of solid work. The *Standard* agreed to give the necessary promotional space entirely free. The merchants were then asked for one dollar, two dollars or three dollars to promote Twin Dollar Days in the surrounding towns.

In this way some $75 was raised. This money pays for advertising space in Welland (two papers), Port Colborne, Niagara Falls, Grimsby, the cost of 1,000 16-page papers, the distribution of same, and the supplying of all Twin Dollar Day merchants with red arrows for their windows and Twin Dol-

(*Continued on page 26*)

Two Points Worth Careful Attention

THE HEBREW JOURNAL

1st. Reaches a reading public who are interested in most everything they see in their own paper.

2nd. You can mention all facts about the value of your merchandise in their own language.

Our Readers Appreciate and Purchase

Agents and Advertisers

Include the Hebrew Journal— It will give you Results

Rates on application from recognized Advertising Agencies or direct from

THE CANADIAN JEWISH PUB. CO., Limited TORONTO

EXPERIENCE - SERVICE QUALITY - PRICE

Every member of our firm is a specialist in the department over which he has control.

This is the logical reason why the

PHOENIX ENGRAVING LIMITED

are forging ahead. They merit your support and invite a trial order.

Half Tone, Intaglio, Zinc and Wood Engravings

37 Richmond Street East, Toronto
'Phone Main 985

A Rare Treat In Store for YOU

COMING issues will contain articles of vital interest from the pens of such men as:—

HERBERT S. HOUSTON, President A.A.C. of W.
RICHARD H. WALDO, of the N.Y. Tribune.
EDWARD J. SHAY (Felix), Business Manager of the Roycrofters, East Aurora, N.Y.

And many others prominent in the world of Advertising.

Each month, from now on, we will also publish the personal experiences of at least one successful Canadian Advertiser. The "Men and Media" section will keep you in close touch with what's doing in Canadian Advertising circles.

Send Along One Dollar

to-day for a year's subscription to the only Advertising Journal published in Canada. Address

ECONOMIC ADVERTISING
Mail Building TORONTO

THE MAKING OF MAIL ORDER COPY

THE POWER OF DIRECT CIRCULAR ADVERTISING—ITS ESSENTIAL FEATURES—HOW TO MAKE THE COPY "PULL"— KNOWLEDGE OF THE PEOPLE TO BE REACHED IS MOST IMPORTANT

By H. G. Allard, Manager Classified Advertising Department, "Everywoman's World"

MR. H. G. ALLARD

WHO writes mail order copy? The reply comes back that "nearly every house, be it retail or wholesale, prepares mail order copy of some sort." Perhaps not the "direct by mail" kind employed by the regular mail order houses, but every house practically advertises some one of their lines in a classification of a mail order nature.

Now then, how are these lines to be successfully advertised? Not by catalogue, as the more staple lines of the big mail order houses. The business of the firm that is going to advertise in a small way may not be large enough or sufficiently expansive to warrant the issuing of a catalogue. What then? Newspaper copy? Maybe so, only to place a commodity before the class you want to reach, it would be necessary to acquire space in many newspapers. The most effective method at hand seems to be "the circular"—the powerful little medium and house organ combination, which carries the most beautiful and most effective illustrations of your commodity that time and effort have been able to produce. Your copy will not be cramped for want of good position if you circularize. It will be clear and distinct, as it is, of course, necessary to choose a good grade of paper, selecting weight and grade to make the matter and illustrations as attractive as possible.

A mailing list of customers "the tried and proven responsive sort," is, of course, at hand, and the commodity which is to be advertised must have been analyzed for its talking points, and its certain appeal to the public. After this is done we may work up our circular, test and re-test it for any possible effective points that may have been left out. And now let's proceed to develop its possibilities.

Right here let me say that "good copy" should be tested to the writer's satisfaction by its being tried out first on such a sort of person as it is meant to be read by. This is best done by having some "worker" give it a thorough read-

The Daily Average Circulation of

THE EVENING RECORD
(WINDSOR)

FOR JULY WAS

9,437

Advertising Rates (Plate)

Under 1,000 lines	-	3c. per line
Over 1,000 lines	-	2c. per line
Over 5,000 lines	-	1¾c. per line
Over 10,000 lines	-	1½c. per line

John A. McKay, Publisher

Many of the biggest Advertisers in Canada and the United States are patrons of the Hamilton Newspaper Union List.

This is no idle boast, as our Record paper will show.

Let us mail you a copy, and, at the same time, tell you how little it costs to reach the 50,000 homes in Ontario covered by this List of 60 weekly papers.

Hamilton Newspaper Union
HAMILTON, ONT.

Test the Hamilton Field

Consider Hamilton for your Fall Advertising Campaign. It is the home of thousands of artisans, the spot where new factories are locating, and where more of them are in actual construction than in 1914.

The Hamilton Herald is the only independent newspaper; the woman's shopping guide and the business man's best friend — a paper of character and known worth.

FURTHER INFORMATION UPON REQUEST

THE HERALD PRINTING CO.
OF HAMILTON LIMITED
HAMILTON - - CANADA

ing. The better way to do this is to have it read by some person typical of the class you intend to circularize. If it sells him in mind, and he says so, it's ready to O.K.

Now then, success in circular writing and general mail order copy results from the effectiveness and the impression made on the reader's brain. Simplicity is the keynote to success in effectiveness. Simplicity means the covering of a wide scope, it signifies conciseness and strength, also *breadth of appeal.* Every man who writes circulars or letters—"the kind that sells"—knows how important it is to keep "self" in the background, and how necessary it is to "play up" in a connecting and convincing copy argument, how the commodity will best fit his needs in a way that spells prospect with a big YOU, and efficiency from the commodity standpoint directly after it. In your copy, whether circular or letters, whisper "I" and shout "YOU."

In writing the circular matter it's necessary to use a style signifying snap, vim and power. Let your copy breathe your confidence in your commodity, but at the same time have it smooth, quiet and of a soothing nature. Develop a style of your own, not of the kind that makes people read, but a style that induces buying, that's the kind of copy that every mail order house "clamors for." Here are a very few of the things your copy and commodity will have to do to produce orders:—

Overcome indifference, uncertainty, prejudice, favoritism and false economy. It will have to educate, influence and be strong and convincing enough to compel action.

Use words that are short, sharp and extremely descriptive and convincing. I don't mean by this that your copy should "bite," but your copy should be strong, so that an impression is made of a kind that urges action.

If I lived in the country and wanted a plough, and along came a specially well gotten up circular describing such a plough as I wanted in short, terse, well driven sentences—if the descriptive matter of this plough tallied with my wishes—I'd buy.

Just so the ad man must write so as to get all my thoughts concentrated on his plough, then I will respond. But if he merely talks about his plough in a high and mighty manner, tells of the number of acres his factory covers, and makes me breathlessly in awe in regard to his firm—I'll hitch up and get my plough in the village.

To be sure, your style of circular writing and mail order copy should depend upon the article you're trying to sell, and your copy should be so worded as to fit the locality it's going into. If possible, know something of the environment of your prospects. Commonsense advertising is effective in all cases. I cannot emphasize too strongly that due respect should be paid to the rules of grammar, and as slang has a tendency to be offensive, it's much better to eliminate it unless the ad man is capable of making it so smooth on the surface that it will have a tendency to better the copy.

What You Want—
When You Want It

Our job printing plant is equipped and manned for just the purpose expressed in the above headline.

Whether your printing needs are for a small folder with all copy and designs supplied by yourself or for a large trade catalog with all designs, copy and cuts to be supplied by us, we are equal to the occasion.

And we are equal to all occasions between these extremes.

Give us a trial and you will experience the highest degree of satisfaction with our service.

PHONE, WIRE OR WRITE TO

Acton Publishing Co., Limited

Corner Queen and Gwynne Avenue
TORONTO

TEL. PARKDALE 4171 MONTREAL: 13 Coristine Bldg.
Jas. Acton, President J. J. Gallagher, Managing Director

HOW ADVERTISING IS BECOMING A SCIENCE

THE SEVEN STAGES IN ITS DEVELOPMENT—THE APPLICATION OF PSYCHOLOGY TO ADVERTISING—THE ELEMENTS OF ADVERTISING—THE GOODS—THE MARKETS—THE MEDIUMS—AND, INCIDENTALLY—A PROPHECY

By Kenneth S. Fenwick

THE known principles of advertising are being classified and formulated. New principles are being discovered, tested and added to the sum of advertising knowledge almost daily and the application of psychology to advertising is rapidly reducing it to an exact science.

Professor Hollingsworth, of Columbia University, an expert on Business Psychology, says in his text book on The Principles of Appeal and Response:—"No science springs full-fledged into being. Most sciences of the present day have passed through seven stages, which may be briefly described as:

"First stage—A period of scattered, empirical facts and disconnected bits of information.

"Second stage—Attempts at generalization, only partly successful.

"Third stage—Over estimation and exaggeration by enthusiasts and quacks.

"Fourth stage—A period of doubt and skepticism among the large body of ordinary, conservative workers.

"Fifth stage—Persistence of the few who possess rare insight and industry.

"Sixth stage—The accumulation of a body of progressive, established principles and results.

"Seventh stage—The science moves on to completion, and the larger body of doubters become convinced by actual facts."

"The science of advertising, so long heralded by the enthusiastic few," says Professor Hollingsworth, "is now in its fifth stage. Some think it is close to the sixth."

Since those words were written advertising has continued to advance. The Advertising Men's League of New York has devoted a great deal of study to the psychology of advertising. The results of their investigations are intensely interesting and most instructive. It is claimed that by subjecting any piece of advertising copy to certain tests, its pulling power may be approximated in advance, and so accurately determined that no one need try out copy in expensive mediums in order to discover whether it will succeed or fail. This is a great stride in advance of the former hit-or-miss methods of judging advertisements.

The elements of advertising are:

(1) Knowing the goods to be advertised..

(2) Knowing the markets to be reached.

The 2 in 1 Advertising Buy

THE advertiser in using the Daily and Sunday World gets two distinctly different papers, with no more duplication in circulation than there would be in any other two Toronto papers.

In The Morning World he gets the morning paper that is liked best and read most by the majority of Toronto people.

In The Sunday World he gets the weekly paper that with one or two exceptions has the largest circulation of any Canadian paper—morning, evening or weekly.

On the two papers he gets a combined total circulation of more than 160,000, a purely Toronto circulation of more than 120,000, a city of Hamilton circulation exceeding 11,000, with a fair circulation at other important points throughout the wealthy Province of Ontario.

The cost per 10,000 circulation on a combination contract for 5,000 lines covering both papers is less than 7/8 cent per line—an exceptionally good advertising buy for any and every line of business.

This is a 2 in 1 advertising purchase that will appeal to the shrewd space buyer. A combination contract gives Sunday World advertising at The Daily World rate. Make the combination contract. Use both papers.

Further particulars can be had from your favorite advertising agency or direct from the Advertising Department of

The Toronto World - Toronto

Telephone Main 5308

(3) Knowing the mediums through which to reach the markets.

A knowledge of how to employ each of these elements to promote the highest efficiency is essential in obtaining the greatest results from an advertising and selling campaign.

The importance of knowing the goods can scarcely be over-estimated.

The successful advertising writer

How Studebaker cars are built—
starter
The Starter that NEVER Fails
The BIG thing that we'd like you to notice in this Studebaker Starter is its absolute reliability. You press down the starting pedal and, winter or summer, no matter what the weather may be, the motor begins to spin. It NEVER fails. And there's one test on record when the motor was stopped and started 800 times in succession without a slip.
Built to order for the Studebaker Car by the Wagner Electric Company, following Studebaker designs, it is the simplest starter imaginable. As EASY to run and take care of as the electric motor on a sewing-machine. Needs no care, except for refilling the storage battery with a little water twice a month. And every last detail is easily reached.
It cranks the motor thru a silent-running chain—not thru gears in mesh with the fly-wheel. It is at rest when it isn't cranking the motor. Noiseless, therefore. And it cranks the motor FASTER than other starters, because there are no mechanical complications, and it delivers MORE power.
But in every little detail of the whole system, you'll find the same simplicity and the same certainty that you expect in a Studebaker car, simply
because it's a
Studebaker
York Motors, Limited, 545 Yonge St., Toronto
213 James Street North, Hamilton

Modern Automobile Copy

of to-day makes a practice of learning all he can about any given article before putting pen to paper. When he is asked to write a series of ads for some brand of canned goods, for example, he first visits the factory and sees, at first hand, exactly how every process is conducted, from the arrival of the fresh fruits or vegetables to the sealing and labelling of the cans. Then he goes into the matter of quality, comparing the goods with those of all competitors, and finally ends up by having the goods he is about to advertise served at his own table, putting himself in the place of the man or woman who is asked to buy the goods. It is pretty certain that by that time he will have received a pretty thorough knowledge of the goods to be advertised.

And in studying almost any line of merchandise, it will be found that there is so much to learn that a man could spend his whole lifetime in the study of one line and then not know it thoroughly. I remember once reading a very clever advertisement of a shoemaker who specialized on shoes for deformed feet. In this advertisement he told a story of a man who set out to learn all there was to know about animal life. Finding his subject too broad for him, he eliminated human beings. Even then, he was so appalled by the immensity of his task that he decided to confine his studies to the smaller animals. Then he focussed his attention on the study of insects—then on ants—and finally, on one particular species of ants. It would be safe to say that when this man died he must have known something about that particular kind of ant. And so, the advertiser went on to say, it was pretty certain that, since he had devoted the best years of his life to the study of how to make shoes for deformed feet, he must know more

about it than a man who treated this branch as a side line.

Of course, it is impossible for an advertising man to learn all there is to know about all the goods he is required to advertise, but this

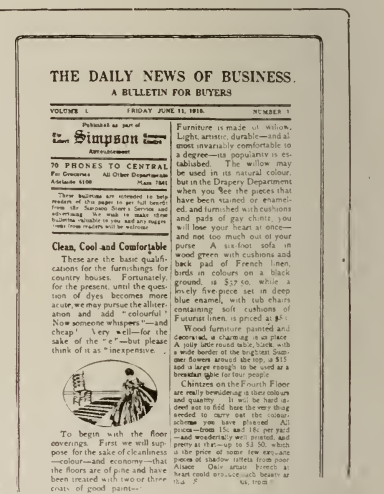
How one publisher re-advertises his advertisers

illustration will serve to show the importance of knowing at least as much about the goods as the man who is expected to buy them.

And this brings us to the consideration of the markets to be reached. It is very necessary that the advertiser should have an accurate knowledge of the customs and thought-habits of the men or women who will read his advertisements. One of the prime essentials of successful advertising is the ability to put yourself in the place of the consumer, see the arguments from his standpoint, and be convinced. This requires a vivid imagination and a good knowledge of human nature.

Then we come to the consideration of what mediums to use for reaching the particular classes of people it is desired to interest, convince and induce to act. A knowledge of mediums may be gained from experience alone—either personal experience or the experience of others. The latter is the less expensive but the more difficult to secure. And, having gained a thorough knowledge of the goods, the markets, and the mediums, there comes the real test of an advertiser's skill—the ability to use this knowledge for the production of certain, estimated results.

When we shall have passed



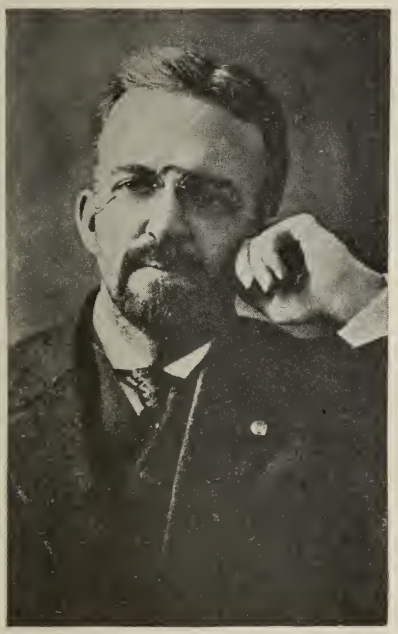
Present day department store advertising

through the seven stages of development—and we shall, of that I am confident—advertising will proudly take its rightful place among the learned professions, and a chair of advertising will be a necessary adjunct to every university in the land.

WHY "DOMINION" TIRES ARE DOMINATING THE CANADIAN FIELD

AN INSTANCE OF THE EFFECTIVENESS OF PUBLICITY FOR AN ARTICLE OF QUALITY WHEN BACKED BY GOOD SALESMANSHIP

By Ralph W. Ashcroft, Manager of Publicity, Canadian Consolidated Rubber Co., Limited, and Winner of Second Prize in the Rice Leaders "Idea" Contest



MR. R. W. ASHCROFT

PUBLICITY is, to my mind, as important as any of the present-day economic processes; but no amount of publicity will create a continued demand for any article of merchandise, unless that article possesses merit, and unless it is handled by a competent, intelligent, courteous sales staff.

I am fortunate in that my advertising of Dominion tires during the past two years has been adequately backed by the above two essential factors. I give our factory organization most of the credit for the enviable position occupied by Dominion tires to-day; and our sales organization the bulk of what's left.

What my department does nowadays, to see that the "ball" of sales keeps rolling, is mainly to say to the factory, "Keep the quality up," and to our selling staff, "Keep the service up." As for the rest of it, "we are advertised by our loving (and satisfied) friends," and you will find that, if you "ask the man who owns one" or more, he will tell you that "Dominion" is the name that takes the "ire" out of "tire," and that the nobby tread is the bonny tread, and is excellent value for the price asked.

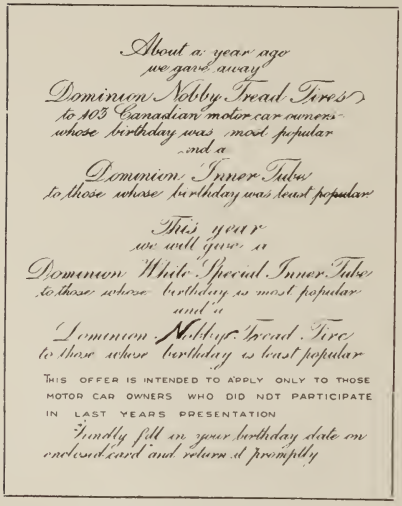
Let me narrate briefly some of the methods we have used to favorably influence the Canadian motorist towards a trial of Dominion tires.

In "Advertising and Selling," some twelve months ago, I told of our advertising campaign at the time the factory was opened in December, 1913. We used newspapers and magazines in conjunction with "direct" publicity.

Operating with a list of all

motor-car owners in Canada, we offered complimentary tires to those whose birthday anniversary turned out to be the most popular among motorists. Somewhat over 100 registered February 14th as their natal day. They were the winners, and, while obtaining this information, we received data as to the birthday anniversaries of thousands upon thousands of Canadian motor-car owners.

In March, 1914, we commenced to utilize this information by mailing to each motorist, to reach him exactly on his birthday, a card of greeting and a Dominion tire blotter.

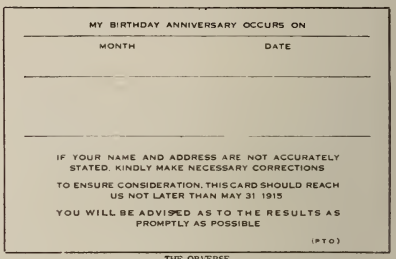

About a year ago
we gave away
Dominion Nobby Tread Tires
to 103 Canadian motor car owners
whose birthday was most popular
and a
Dominion Inner Tube
to those whose birthday was least popular
This year
we will give a
Dominion White Special Inner Tube
to those whose birthday is most popular
and a
Dominion Nobby Tread Tire
to those whose birthday is least popular
THIS OFFER IS INTENDED TO APPLY ONLY TO THOSE MOTOR CAR OWNERS WHO DID NOT PARTICIPATE IN LAST YEARS PRESENTATION
Kindly fill in your birthday date on enclosed card and return it promptly

The Announcement

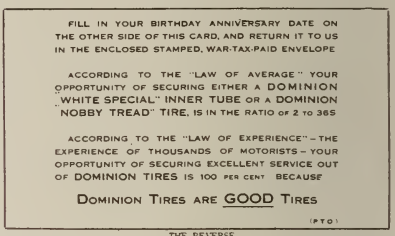
My article in "Advertising and Selling"* a year ago dealt with the matter up to this point. What follows are the subsequent developments.

*This article was awarded First Honorable Mention at the Toronto Convention of the Associated Advertising Clubs of the World.

Our initial publicity, as above outlined, created sufficient of a stir to awaken from the outset a lively demand for "Dominion" tires. The result was that we were behindhand in production for several


MY BIRTHDAY ANNIVERSARY OCCURS ON
MONTH
DATE
IF YOUR NAME AND ADDRESS ARE NOT ACCURATELY STATED, KINDLY MAKE NECESSARY CORRECTIONS
TO ENSURE CONSIDERATION, THIS CARD SHOULD REACH US NOT LATER THAN MAY 31 1915
YOU WILL BE ADVISED AS TO THE RESULTS AS PROMPTLY AS POSSIBLE
(PTO)

THE OBVERSE


FILL IN YOUR BIRTHDAY ANNIVERSARY DATE ON THE OTHER SIDE OF THIS CARD, AND RETURN IT TO US IN THE ENCLOSED STAMPED, WAR-TAX-PAID ENVELOPE
ACCORDING TO THE "LAW OF AVERAGE" YOUR OPPORTUNITY OF SECURING EITHER A DOMINION "WHITE SPECIAL" INNER TUBE OR A DOMINION "NOBBY TREAD" TIRE, IS IN THE RATIO OF 2 TO 365
ACCORDING TO THE "LAW OF EXPERIENCE"—THE EXPERIENCE OF THOUSANDS OF MOTORISTS—YOUR OPPORTUNITY OF SECURING EXCELLENT SERVICE OUT OF DOMINION TIRES IS 100 PER CENT BECAUSE
DOMINION TIRES ARE GOOD TIRES
(PTO)

THE REVERSE

months, even though we ran the factory 24 hours a day all season, and until the autumn of 1914. We did not, however, sacrifice quality to quantity, and therein lies our success.

Outside the daily birthday reminder, the only publicity we used until March, 1915, were the motor magazines and *Toronto Saturday Night*. We also mailed, at intervals, to all motorists, two attractive folders.

The names and addresses of new motor-car owners were received by us, as their licenses were issued, and I soon observed that my list was growing rapidly. So, this spring, I arranged another birthday contest for those who had not

participated in the first one. I mailed the announcement and card illustrated herewith, enclosing a stamped return envelope, to about 40,000 motorists, with the result that, this time, December 25th proved to be the most popular, having about 150 birthdays to its credit, whereas the stork was most lazy (or tired from overwork) on December 30th, which day had but 26. Presentations were made ac-

The Calendar

cordingly, and I now have over 50,000 birthday dates in my files.

So far I have not utilized the new dates, but, in March of this year, we changed our birthday remembrance for our first list, and commenced to send out a very handsome calendar, lithographed on steel. This is mailed by parcel post, and the envelope bears a label stating that it is "A Birthday Present for" Mr. Packard or Mr. Ford, as the case may be.

The top pad of the calendar bears our good wishes to the motorist, and beneath are fourteen sheets. Thirteen of these are used for thirteen months, and, as they commence with the current month, they lap over Mr. Motorist's next year's birthday. We are thus enabled to file birthday greetings a year in advance.

The calendar is intended, not only to advertise "Dominion" tires, but the wide range of equally excellent rubber goods that we produce. Motorists use rubbers and raincoats, and hot water bottles and bathing caps, just as much as other people; and, having proven to them the superiority of "Dominion" tires, they are naturally good prospects for our other lines.

In addition to the "general" copy on the back of the calendar, a series of seasonable rhymes appears on the monthly pads, as follows:—

September

Speedometers are always true
In figuring up the score;
Mine tells me that my "Nobby Treads"
Are good for thousands more.

October

When equinoctial gales cavort,
And Jack Frost nips the air,
"Dominion" raincoats are the thing
For you and me to wear.

November

Next month, or maybe even this,
Much snow and slush we'll see;
This year my brand of rubbers will
A "C. C. R. Co." be.

December

This year I hope my Christmas gifts
Will good and useful be;

Hot water bottles, rubber boots—
And "Nobby Treads" for me.

January

I've made a resolution firm,
It's one by which I'll stand;
The rubber goods I buy will be
The C. C. R. Co. brand.

February

This is the shortest month of all
With weather much the worst;
For me, "Dominion" overshoes,
My motto's "Safety First."

March

A doleful pessimist once said
In haste: "All men are liars,"
But notwithstanding this, I say:
"Dominions" are good tires."

April

All ye who use some other brand,
And get deep in the mire,
Remember that the "Nobby Tread"
Takes the "ire" out of "tire."

May

'Twill soon be time to think of golf
And every sport outdoors,
With "Fleet Foot" shoes I'll stand a chance
Of beating last year's scores.

June

The tennis courts are in full swing,
The yachts are all afloat,
And "Fleet Foot" shoes are worn by all
On court, and field, and boat.

July

The gardener, from morn till night,
Doth daily hoe his rows
And then he gives his lawn a bath
With C. C. R. Co. hose.

August

With "Royal" rubber bathing cap
And "Fleet Foot" bathing shoes,
I revel in the seashore air
And "rubber" and enthuse.

The reception that is being accorded to this birthday calendar by the motorists is really most gratifying to me. They seem to appreciate its kindly and human touch; it "hits the spot." And I think I may claim that there is a subtlety about it, from an advertising standpoint, that is very effective.

Here are some characteristic samples of the letters that reach my desk every day:

Chambly, Que.,
March 12th, 1915.

"Dear Sirs,—
"Thank you for remembering me
On this my natal day,
Consolidated rubber goods
Am glad, indeed, to say,
Have afforded me much pleasure
And hard to wear away.

"Canadian made, it takes the bun,
The 'Nobby Tread' is sure to run,
And the owner wears his usual smile
As the weary tire reels off the miles,
I do not say all men are liars,
For I know—Dominions are good tires.

"Thanking you for your very attractive calendar, and wishing you every success,

"Yours truly,
R. H. Bartholomew."

Sault Ste. Marie, Ont.,
March 22nd, 1915

"Gentlemen,—I must say 'thank you' for your kindness in remembering my anniversary. I believe such a man-to-man kind of advertising campaign is sure to get the business.

"Everybody looks forward to their mail-bag on their birthday, and to find that a large firm like yours has deigned to remember your birthday must touch some responsive note.

"DUDLEY H. JONES."

DOMINION
Get a Squad from the Dominion Guard to Protect You from Tire Troubles
"Say DOMINION—and stick to it", and you'll be safeguarded against undue expense, for DOMINION Tires give maximum mileage per dollar of cost—through roads and extremes of temperature. For DOMINION Tires stand up to the hardest service conditions—defects of material or work-manship are guaranteed against, adjustments on a basis of miles guaranteed—5,000 for Nobby and 5,500 for Plain and Chain Treads
You are safeguarded, too, against the dealer who seeks to make more profit on some other tire. Ask for DOMINION and DOMINION There because they give such thorough satisfaction. If you have any trouble getting DOMINIONS at his store and tread you want, write to our nearest Home Office, and we will see that you are supplied at once.
Canadian Consolidated Rubber Co. Limited, Montreal
Winnipeg, Regina, Saskatoon, Calgary and Edmonton
DOMINION TIRE
Nobby Tread—The best non-skid tire made. Hangs like a leech to all pointed pavement. Saves 90 percent of punctures.
Chain Tread—Attractive, effective. A good non-skid at a moderate price.
Plain Tread—A masterpiece of tire-making skill. The base of all Dominion tires.
DOMINION and Stick to it!

Montreal, March 22nd, 1915.

"Dear Sir,—Kindly accept my sincere thanks for your very unique and useful remembrance on my birthday.

"I value it very much, not only because of its usefulness, but on account of it commemorating that wonderful day when I first saw the light.

"Thanking you again, I remain,

"Yours very truly,

M. J. HOLDEN,
"President and General Manager
The Holden Co., Ltd., Montreal."

Toronto, April 10th, 1915.

"Gentlemen,—The writer has just noted his neglect in acknowledging the reminder that April 5th was his birthday.

"While we sometimes dislike to think of the rapidity with which birthdays succeed each other, yet this unexpected and pleasant reminder is deserving of mention.

"The system that makes possible your advertising department connecting with the other fellow's desk on the right day is a wonderful one.

"Yours very truly,

JOHN A. FULLERTON."

Lady Laurier acknowledged her birthday calendar in a very pretty note:

"Dear Sirs,—My absence from Ottawa at the time you so graciously sent me this pretty calendar, with good wishes, on the day of my anniversary, is the excuse for my coming so late to thank you most sincerely for this kind attention.

"I, in exchange, extend to you my most ardent wishes for the prosperity of your company.

"Yours truly,

YVE. L. LAURIER."

"I said Dominion"
THERE'S no reason why a dealer shouldn't gladly supply you with "Dominion" Tires—unless he prefers to make a bigger profit and give you less value for your money.
Nor is there any reason in the world why you shouldn't get "Dominion" Tires—unless you let a dealer switch you.
Say "Dominion" — and stick to it!
Every "Dominion" Tire carries our regular warranty of perfect material and workmanship, and all adjustments are made on a basis of mileage—5,000 for Nobby and 5,500 for Chain and PlainTreads. Though they may cost a little more at first, "Dominion" Tires are most economical in the long run, because they give you extra mileage and service. Say "Dominion" — and stick to it!
And stick to the dealers who sell "Dominion" Tires and are proud of it. They promote their own interests by fair-looking after yours. If you have any trouble in finding those dealers, write our nearest Branch or our Home Office in Montreal. We will see that you are supplied promptly.
Nobby Tread Best for all-round service, all the time, everywhere.
C-ion the slipper-iest pavements—saves 90 per cent of punctures.
Chain Tread An effective anti-skid tire at a moderate price.
Plain Tread The basis of all "Dominion" Tires—the masterpiece of tire-making skill.
CANADIAN CONSOLIDATED RUBBER CO., LIMITED, Montreal
38 Branches in Canada, including
WINNIPEG, REGINA, SASKATOON, CALGARY and EDMONTON
Nobby Tread Chain Tread Plain Tread
DOMINION
Say "DOMINION —and Stick-to-it!"
DOMINION

New Westminster, B.C.,
May 29th, 1915.

"Dear Sirs,—Was in Westminster to-day, and purchased Dominion tires for my auto, and was rather surprised when I arrived home to find that you were still 'keeping tab' on my birthday. (Thank you.)

"System in small things surely has a good foundation for great achievements. If it is worth while to get a birthday reminder all these miles away (last year on the 30th of May—my birthday—this year, the evening before) to arrive here on so close a margin, shows system, and shows also that your system in the manufacture of rubber is right.

"Joseph Harris."

Space will not permit any further elaboration of the subject-matter, although I might add that we use the motoring magazines all the year round, and some selected general media during the motorist season. To meet specific local conditions, we have occasionally used newspaper space this year, and samples of copy are shown herewith. Concurrently with the use of newspapers in any locality, motorists in that section are bombarded by mail with attractive folders.

Our tire factory has been running 24 hours a day for several months past, and they are "keeping the quality up." That's the main requisite, not only so far as a tire business is concerned, but with any line of goods.

A mind without doubt is not much of a mind.

* * *

To speed is human, to be pinched —that's fine.

(*Continued from page 11*)

lar Day price tickets. Every merchant was well satisfied to give this small amount to promoting Twin Dollar Days. The outside papers received much advertising from St. Catharines merchants, the result being the Twin Dollar Days were thoroughly advertised.

The *Standard* offered a reward of $5.00 for the capture of Miss Dolly Dollar of the St. Catharines *Standard*. She was captured at 2.30 the first day. Besides the prize to her captor, Miss Dollar received $5.00 for her services. To capture Miss Dolly Dollar it was necessary to have a receipt of a one dollar purchase of that day, from a Twin Dollar Day store and a copy of the pink edition of the *Standard* issued the previous Wednesday. By issuing the pink Dollar Day edition on Wednesday and making it necessary to Miss Dollar's capture, we not only gave the ladies a chance to digest the ads thoroughly, but we got our ad alley in good shape for regular extra Friday business.

The first day (Friday) was an ideal sunshiny day and there was very satisfactory business. On Saturday, old Jupiter came along with a few extra pails full and kept an otherwise large day's trade down to normal. Notwithstanding all the merchants find a Dollar Day or Twin Dollar Days worth while. There is a whole lot of extra work and expense connected with it and it hasn't been figured out yet from a business point of view. Still extra work and extra expense are always a good investment when the cause is worthy.

WHAT CONSTITUTES A COMPLETE ADVERTISING DEPARTMENT

ADVERTISING DEFINED—ITS RELATION TO DISTRIBUTION—THE NECESSITY FOR SYSTEM AND ORGANIZATION—TRUTH AND SINCERITY ESSENTIAL—IMPORTANCE OF THE CHILD APPEAL IN COPY—THE POWER OF THE RETAILER—SUGGESTIONS INVITED

By W. J. Baker, Sales Promotion and Advertising Manager, Canadian Cereal and Flour Mills, Limited

MR. W. J. BAKER

FIRST, let me ask, "what is advertising?" The writer's idea is that advertising can be boiled down to the term "The Moulding and Influencing of Minds."

Advertising is an art or profession, inasmuch as it requires a practical understanding of human nature and how it may be influenced. As the physician studies his patient, the lawyer examines his client, so also must the advertising manager study the particular class to which he is to appeal.

The science in advertising necessitates a thorough study of the language of an ad. We in America would find it difficult to write an ad which would appeal to the English reader. The writer has a very forcible mental picture of an English ad of a local breakfast cereal. Dignity is the keynote of this ad, but such was the contrast in the way it was written for the English periodical, that the name, which is so familiar in this country, seemed out of place and homesick among these dignified ads. Now, on the other hand, if we were to place some of our American ads in the English periodical they would be repulsive to our learned friends. As an illustration, the colloquial expression does not appeal to these people, and I am strongly convinced that the tendency to-day among a few of our advertisers is to use too much slang. On the other hand, we must not get away from the class to whom we are appealing. It would be impossible to advertise a circus in the same manner as a drawing-room recital, or a church festival the same as a burlesque show. As stated in the opening paragraph, advertising is the moulding and influencing of minds.

Did it ever occur to you how

many good ideas were wasted because they occurred to you at inopportune moments. Much valuable information is lost by not taking care of these ideas. At the moment they strike you they are vividly impressed upon your mind. You feel all that is necessary is to store it in your memory to use it at a future time. The trouble is it never enters the memory cell. It simply passes into the subconscious chamber, which is busily engaged all day, consequently, when the time arrives the memory has no record. The writer carries a small book for this purpose. No matter whether at a theatre, banquet, religious service or a social function, when these ideas occur they are written down as fully as possible. Then when returning to the office, they are filed in a cabinet for this purpose.

To be a success an advertising department should consist of two branches, organization and systematizing.

Before any routine work can be done the matter should be gone into thoroughly of how the department is going to be conducted. This constitutes organizing. As a rule there are three main branches of advertising.

1. National advertising.
2. Local or departmental store advertising.
3. Mail order advertising.

Each one must be conducted in in its own specific way.

It is very necessary that the advertising department be familiar with the products of the company, and still further, be thoroughly conversant with those of their competitors. To do this it is very essential to co-operate with the sales department. Frequent conferences should be held with the sales manager and also the general manager. The advertising manager should have a full knowledge of the operations and activities of the company. A knowledge of the policy of the company is very necessary to standardize the method by which his advertising is to be conducted. Having a thorough knowledge of the goods and the policy of the company, the next step is to decide what mediums are to be used, whether newspapers, magazines, outdoor displays, such as billboards, painted signs and theatre curtains, or mail enclosures, letters, circulars or sampling by house to house or through the stores, or novelties, and specialties. This depends entirely on the line or lines being advertised. Having decided on this point it is well to keep a current copy of leading newspapers, magazines and directories. The rate cards of these different periodicals should be close at hand so that at a moment's notice the necessary information can be learned.

We have now organized the department. The next step is to put these ideas into practice systematically.

To systematize the department everything must be worked in detailed report form. The amount of the appropriation for the year should be the first consideration, then divided to suit the mediums used. Provision should be made for the recording of the amount used out of the appropriation from

day to day. In this way there is no danger of overrunning the appropriation. This is easily done by having several cards classified according to the medium used, thus, if it is novelties, have your form giving the amount to be spent on this medium, the name of the company from whom purchased, the novelty bought, the quantity, the total cost and the balance of money on hand. This would apply to all mediums so that at a glance you know just how much you have left in each division. A chart should be kept recording each advertisement run. A copy of all advertisements should be filed so that when the bill is rendered they can be easily checked to see that the correct space is given and the total number of insertions correct.

One very important thing is a stock report of all advertising material on hand. This applies to cuts, paper stock, electros, drawings and engravings. It is amazing how much money can be wasted by allowing these different articles to be scattered around the different printing establishments.

The writer has a stamp as illustrated:—

IMPORTANT

No advertising bills will be paid unless all cuts are returned at the time invoice is presented.
Canadian Cereal and Flour Mills, Limited

which is placed on all advertising orders leaving this office. In this way we have saved a great many dollars as well as untold annoyance by not having the cuts at the time they are required.

It is very wise to keep a copy of every piece of printed matter that is turned out by the house. Not only is it essential but it also is rather of a historic nature.

Advertising is not systematized if it does not ring with truth and sincerity. Just a few days ago the writer was surprised to see one of our leading piano companies making that great mistake of belittling other forms of advertising for the sake of gaining their own end. They stated that large advertising necessitated a higher price for goods, taking as an illustration, cereals. They claimed that package cereals were continually rising in price owing to the fact of the large amount of advertising done by these companies. I wonder if the advertising manager of this concern stopped to realize the fact that by speaking to the public in this manner he was shaking their confidence in all forms of advertising. Personally, I believe it would redound to his own disadvantage. What we advertising managers should all aim for is to elevate our line of business that we may have the respect and goodwill of the manufacturer, retailer, consumer and the general public, but if we are going to allow petty jealousies and belittling remarks to creep into our ads, instead of promoting, we are injuring our own cause.

Advertising is the method whereby the mind is turned towards persons, places or objects. We must all co-operate.

It is well not to overlook the child in our work, for it is the writer's opinion that more forcible

advertising cannot be done than through the children. There is an old saying: "To win the parents we must fondle the child." A child's face will attract attention more than bold type. Therefore, where possible, it is well to take the children into our confidence and give them occasionally a heart-to-heart talk. We must not overlook the fact that the child of to-day is the purchaser of to-morrow.

Another important channel along which advertising men should place their attention is the clerk. It is an established fact that the clerk is the most influential factor in every selling campaign which includes the retailer. Do you ever stop to consider that it is the clerk that forms the contact with the public.

Frequently the value of an ad can be lost by the lack of interest taken by the other departments in the work being done by the advertising department. Co-operation is absolutely essential.

A great many advertising managers overlook the fact that they must appeal to the retailer as well as the consumer. This you will readily see is necessary. For is the dealer not the final link between the manufacturer and the consumer? And as such, I believe you will agree, is in a position to either assist or resist the successful marketing of your goods. Therefore, do not overlook the retailer.

I recognize the fact that I am writing to an intelligent body of men and if I have appeared egotistical I trust you will apprceiate the fact that the writer is only too pleased to receive suggestions at any time. We must feel that Economic Advertising is our magazine—you and I can learn much from its pages—and I know from past experience that the editor is only too pleased to give any information which we require. "*Printer's Ink*" is the advertising man's bible on the American side. Let the same be said of Economic Advertising here. By giving loyal support we can build up a paper which will be a credit to ourselves and to our country.

BENEFITS OF PUBLICITY FOR LEGITIMATE ENTERPRISES

A Forceful Presentation of the Case for Advertising—Some New Slants on a Familiar Subject of Vital Interest to Every Advertiser and Advertising Man

By Carl Hunt, in the Christian Science Monitor, Boston, Mass.

THERE are two things which are perfectly obvious to every advertising man.

First—That advertising decreases the cost of things; that it increases quantities and standardizes qualities.

Second—That the public for the most part, and, n fact, a great many business men—and even some advertisers—either do not recognize these facts or simply take advertising on faith.

So the Associated Advertising

Clubs, through their National Educational Committee, have planned and expect within a comparatively short time to be able to carry forward a broad campaign for the purpose of advertising Advertising.

Advertising can make a splendid case, as every advertising man and, in fact, every business man who has studied the subject, knows.

Take, for example, the case of the advertising manufacturer. Through advertising, he is able to speed up his sales; for it takes less time and effort on the part of his salesmen to dispose of his goods. With the same investment in salary and expenses for his salesman, the salesman is able to see many more prospects, because it takes less time to sell each buyer.

The buyer knows that a poor product cannot be successfully advertised. The only question remaining in the buyer's mind, if he is a buyer who expects to resell, is the question as to whether the goods would probably fit his customer. He is convinced in advance by the advertising as to all other points usually involved in such a sale.

The advertising manufacturer also buys raw materials for less. Everybody knows that you can buy cheaper in large quantities and everybody knows, surely, that advertising does multiply demand.

At the same time, the manufacturer's costs of production are less for each $100 worth of goods turned out. He is able to install better machinery. Such so-called overhead charges as heat, light, rent, insurance, etc., are distributed over a large number of sales.

It would be possible to enumerate scores and even hundreds of cases in which advertising has resulted in large savings to the public.

The case of the retail merchant is similar to that of the manufacturer. He must pay his rent, insurance, light and heat bills, and these and many other charges continue, whatever his volume of sales may be.

When advertising increases his volume of sales, then each $100 of sales must bear a smaller proportionate charge for these various items.

The merchant who advertises has much the same selling advantages as the advertising manufacturer. People are inclined to believe what his sales people say about his goods simply because people have learned to rely upon advertisers. The people buy more or less voluntarily. It takes less talking on the part of the sales people. Advertising saves their time.

The merchant buys in larger quantities. That gives him an advantage. His stocks are likely to be fresher for he does not fear that he will have large quantities of unseasonable or out-of-date goods on hand. He knows that through his advertising he will be able to move his stocks. He is able to concentrate public attention upon some one department or upon any given article in that department.

The advertising merchant finds his delivery expense smaller, for

it is obvious that it is cheaper to deliver six packages on one street than six packages on six streets. The larger the number of customers the merchant has in a community, the smaller the expense of each delivery. One man with one delivery wagon can make a great many more deliveries if he does not have to drive over so large a territory.

As to the manner in which advertising has increased qualities, it is obvious in the first place that goods must be right before they can be successfully advertised. All good business men know that. All good business men know that a business which can succeed through advertising can also succeed without advertising—that advertising only speeds the growth of the business.

An advertiser cannot afford to make poor goods, and once he has established a reputation, he must live up to it constantly, so that advertising is a sort of continuous guarantee of quality.

On the other hand, the non-advertiser has no very strong business motive in wanting to "make good." For moral reasons, he may be perfectly willing to do so—and often is. But the advertiser has very strong motives for "making good." He will want to replace the goods or refund the money if you are not satisfied. He cannot afford to have you speak unfavorably of him or his goods.

Again, the great publications of the country, including many newspapers, are extremely cautious about accepting the advertisements of people until they are absolutely certain that the goods advertised are of good quality, price considered.

The publications have a very strong motive. They want you to have confidence in the advertisements which they print in their columns. They want you to depend upon their advertisers. For that makes their advertising "pull." The better their advertising "pulls," just to that extent will advertisers prefer them.

The great publications realize that a journal is no better than its worst advertisement. They realize that one improper advertisement will hurt every other advertiser in their columns.

We might proceed almost indefinitely to enumerate examples and logical reasons to prove the public benefit of advertising and to show that whatever decreases the cost of making or selling an article, will, in its turn, naturally reduce the price of that article to the public. For the advertiser knows that he cannot hope to take advantage of all the savings which advertising brings in and put all the additional profit in his pocket. Competition will attend to that. Some competitor is also advertising or will advertise. And he, with a better view to rendering the right kind of service to the public, will give the public advantage of the savings.

Business men know this. Therefore, business men, as a rule, being contented with a reasonable net profit, *do* give the public advantage of the economies resulting from their advertising.

Advertising has a good case. It is a remarkable public benefit.

RECENT ADS—GOOD AND OTHERWISE

By the Captious Critic

THE value of attractive art work is pretty generally recognized by the advertising fraternity. Pictures are easier to read than type and may be made equally convincing, in the hands of an artist who possesses the "selling instinct." Unfortunately, this highly desirable—and cashable—attribute is ofttimes foreign to the "artistic temperament."

In the Blue Ribbon Tea ad we have a striking example of convincing copy that depends mainly upon the illustration to get the argument across. Here we have "action," in the boiling tea-kettle, "suggestion" in the tempting tea-cups, "command" in the first line, "promise" in the second, and "testimony" in the label on the package. Can you beat it?

* * *

Salt is salt—and that's all there is to it. To talk about the flavor strikes me as being superfluous—particularly when there are real selling points to talk about, such as purity, free-running properties, sanitary packages, etc., to say nothing of the process by which it is prepared. Moreover, in most homes, salt comes to the table in a salt cellar or shaker with no visible means of identification.

Oh, it's here too!
So many homes I go to now are using Century Salt—and everyone remarks what a beautiful, white, clean, flavorsome Salt it is—quite above the ordinary." "Yes, my Grocer says Century Salt is made by the newest vacuum process and it's really the best Salt on the market."
Dominion Salt Co. Limited - Manufacturers and Shippers, Sarnia
Century Salt

Just how the lady in the picture manages to recognize "Century Salt" on the table is not quite clear, unless she happens to be a back-door gossip who has dropped into the kitchen for a neighborly chat.

* * *

Here's a one-inch, double-column fence ad that could scarcely be improved upon. In spite of the small size, it stuck out like a sore thumb. No chance to dodge—even if you wanted to. And just note that enlarged drawing of the joint at the intersection of the wires. Isn't that plain as the nose on your face?

The copy gets right down to brass tacks, tells the story, offers a catalogue, and throws out a hint to agents in unoccupied territory. Good work!

The Gillette Safety Razor ad is cleverly conceived and admirably carried out. This advertiser has consistently and persistently grasped and made the most of every opportunity to turn the popular interest in the war to good account. This requires not only imagination and adaptability, but also the utmost delicacy. That the Gillette Company has succeeded in keeping its product continually in the limelight, without making a single "break," or offending in the slightest degree, speaks volumes for the man, or men, responsible for this campaign.

The Gillette
on the Firing Line
OUT of the war-torn trenches there comes a remarkable letter, written by a young officer to his uncle who had sent him a Gillette Safety Razor.
GILLETTE SAFETY RAZOR COMPANY
OF CANADA, LIMITED, MONTREAL
Gillette

The specimen reproduced here is a masterpiece of appropriate art work, combined with a convincing selling talk. No one could fail to tell, at a glance, what this ad was intended to sell, because the razor is the most prominent feature of the design. And yet, its prominence does not detract in the least from the naval and military features. This example is well worth studying.

* * *

UNIVERSAL
Pick 'em Out
Here are some of the players who make pictures for the Universal. The president and office boy had to draw cuts to see whose names should go first. The artists are so temperamental that we dancer step on their corns. This is the way they came out of the hat.
You'll find in this list the top-notchers of the moving-picture world. They are out at Universal City, the only morning-picture city in the world, not in California where the sun shines bright except on rainy days and then we say our sun out. Take the hint and come to Universal City.
SEE HOW THE MOVIES ARE MADE
Universal Film Manufacturing Co.
1600 Broadway, New York City
Carl Laemmle, President
"The Largest Film Manufacturing Concern in the Universe"
Studios in New York, New Jersey and California. Factories in New York and New Jersey. Distributing Agencies Throughout the Civilized World
Our Brands: "Imp," "Rex" "101 – Bison," "Nestor" "Gold Seal" "Victor" "Big U" "Favorite" "Joker" "Animated Weekly" "L-Ko" and "Lubinola."
Always a good show where UNIVERSAL PICTURES are shown

Movie artists must be a pretty sensitive lot, judging from the text of this Universal ad. These people have been running some very unusual copy in Canadian newspapers of late. The specimen reproduced is full of interest, and can scarcely fail to get a reading from every lover of the "silent drama."

* * *

Why is it that the big wholesale houses permit such "horrible examples" as this to appear over their names?

Nine different type faces in a four-inch double column ad—count 'em. That's bad enough for the Bingville *Bugle* or the "Try-Weekly"

Blast, that tries to come out once a week. Yet, this specimen was clipped from a big city daily with a circulation close to the hundred

KHAKI
CLOTH
FOR
Officers' Wear
From the Looms of the Best British and Canadian Manufacturers.
WEAR AND COLOR GUARANTEED
SELLING AGENTS FOR B. VICKERMAN & SONS
Recognized contractors to His Majesty's Government and to the Government of the French Republic
Trimmings and Badges for all Ranks Carried in Stock.
NISBET & AULD, Limited
TORONTO.

thousand mark. No self-respecting retailer would take a chance on such a conglomeration of type faces when appealing to the public. How are these selfsame retailers likely to be impressed when it is "aimed" at them?

* * *

In these days of "Million Dollar Shell Orders," when more than 250 Canadian factories are engaged upon the work of turning out the 50,000 shells a day that Canada is supplying to the Allies, the ad of H. W. Petrie is particularly timely and must have brought results.

The illustration is well chosen (I was going to say "striking," but thought better of it) and the type matter is right to the point.

* * *

I would like to pass up this Corn Syrup ad without a word of criticism because the copy is so good, but the illustration has gotten on my nerves. The top part is fine and dandy, but the can doesn't "belong." The logical place for the illustration of the package would appear to be in the lower right hand corner of the space—preferably placed obliquely across the border, and extending

Delicious with Blanc Mange
Have you never tried "Crown Brand" with Blanc Mange and other Corn Starch Puddings? They seem to blend perfectly—each improves the other—together, they make simple, inexpensive dessertsthat everyone says are "simply delicious".
EDWARDSBURG
"CROWN BRAND"
CORN SYRUP
is ready to serve over all kinds of Puddings—makes a new and attractive dish of such an old favorite as Baked Apples—is far cheaper than butter or preserves when spread on bread—and is best for Candy-making.
ASK YOUR GROCER—IN 2, 5, 10 AND 20 LB. TINS.
THE CANADA STARCH CO., LIMITED
Head Office - Montreal
30
"LILY WHITE" is a pure white Corn Syrup—more delicate in flavor than "Crown Brand". Perhaps you would prefer it.
EDWARDSBURG
CORN SYRUP

over it. As it is now, the can seems to be floating in the air. This takes away from the effectiveness of the upper portion of the ad, which is really good.

The Ottawa *Citizen*, Ottawa *Free Press* and Ottawa *Journal* are each contributing 100 copies of their papers each day to the Magdaleine de Vercheres Chapter of the Daughters of the Empire, to be forwarded to the Canadian hospitals in France and England.

MEN AND MEDIA

A MEETING of the Association of Canadian Advertisers was held in Toronto, Thursday, August 26th.

After the routine business was disposed of, the election of officers and directors was proceeded with, with the following results: President, L. R. Greene, of Tuckett Limited, Hamilton; vice-president, J. G. Palmer, of the Canadian Kodak Co., Toronto; treasurer, J. R. Kirkpatrick, of E. W. Gillett Co., Limited, Toronto; secretary, W. A. Lydiatt, Toronto; Directors—A. T. Channell, of the Channell Chemical Co., Toronto; H. H. Cluse, of P. C. Larkin & Co., Toronto; O. C. Dorian, of Columbia Graphophone Co., Limited, Toronto; H. E. Mihell, of Imperial Varnish & Color Co., Limited, Toronto; R. M. Allworth, of F. F. Dalley Co., Limited, Hamilton; B. H. Bramble, of Goodyear Tire & Rubber Co., Limited, Toronto.

* * *

A. E. Bradwin, former editor of the Blythe *Standard* and Goderich *Signal* has moved to Sarnia and has taken over the Sarnia *Daily Post.*

* * *

It is estimated that the daily newspapers of the United States and Canada have suffered a loss of $35,500,000 during the first year of the war. This loss includes the extra cost of special correspondents, news service and advertising revenue, and increase in circulation expense.

Harold E. Crowe, of Rossland (B.C.), has been appointed to the staff of the Montreal *Herald and Telegraph.* He was formerly news editor of the Rossland *Miner.*

* * *

J. Frank Brecken, formerly of Orillia, has been appointed editor of the Perth (N.B.), *Observer.*

* * *

Hartley Robinson, until recently manager of the *Canadian Motorist,* has left to accept a similar position with the *American Motorist,* Washington (D.C.), in charge of the Chicago office.

* * *

H. E. Sands, of South Vancouver (B.C.), is now publishing a weekly paper known as *The Challenge.*

* * *

J. C. Little, proprietor of the Teeswater (Ont.), *News,* has enlisted for service with the Overseas Forces. In his absence Miss M. L. Fairbairn, daughter of the former proprietor of the *News,* will act as editor.

* * *

W. Dougall, of the Port Arthur (Ont.), *News,* has gone to Winnipeg to train for a commission with the object of seeking an appointment in an Overseas Battalion. If successful Mr. Dougall will be the sixth man on the *News* staff to go to the front.

* * *

Alex. Lewis, of the Toronto *Telegram,* until recently secretary of the Toronto Harbor Board, is now in training at Niagara Camp.

S. J. Dornan, proprietor of the Alameda (Sask.) *Dispatch*, has moved into larger premises. This speaks well for the enterprise and optimism of the *Dispatch*.

* * *

W. M. O'Beirne, who was compelled to retire from the presidency of the Canadian Press Association through illness, is reported to be gradually improving in health. Mr. O'Beirne is publisher of the Stratford (Ont.) *Beacon*.

* * *

Thos. G. Church, of the staff of the Orillia (Ont.) *News Letter*, was recently married at Campbellford to Miss Winnifred W. L. Hoover.

* * *

W. E. Smallfield, editor of the Renfrew (Ont.) *Mercury*, and at one time mayor of Renfrew, who recently resigned as a member of the town council, has again been elected mayor.

* * *

F. W. Sumner, of the Moncton (N.B.), *Times*, has recently been appointed agent general for New Brunswick, in Great Britain.

* * *

Frank J. Morrison, formerly with the Desbarats Advertising Agency, Montreal, and recently with the Montreal *Herald*, has joined the advertising staff of the Ottawa Journal.

* * *

Mr. C. S. Furness, until recently advertising manager of the *News*, Toronto, is now with the McKim Advertising Agency, Toronto office.

* * *

Chas. W. Wilson, who for six years managed the advertising department of the Fort William *Times-Journal*, but who two years ago resigned to enter the retail field, has resumed his old position with the *Times-Journal*.

* * *

In accordance with the plan adopted last year, the National Newspaper Window Display Week will again be conducted this year, from October 11th to 16th, inclusive. The purpose of this week is to demonstrate the growing interest of retailers in products advertised in the newspapers, and during this time newspapers all over the country will induce dealers to fill their windows with standard products of general distribution, advertised in the daily press, and to include with these displays suitable signs indicating the purpose of the movement.

The plan last year was a tremendous success and resulted in a show window for newspaper advertised products that stretched from the Atlantic to the Pacific and from the Gulf of Mexico to the northern border of Canada.

* * *

The national newspaper advertisers will this year, undoubtedly, take advantage of the week to do some special advertising. A great many will also furnish dealers with special material for displays.

This plan deserves the enthusiastic support of every newspaper and every advertiser, as it cannot help but create a larger demand for newspaper advertised articles.

* * *

Frederick A. Trestrail, who for the past five and a half years has been associated with the John F. Murray Advertising Agency, of

New York, has been appointed advertising manager of the Williams Piano Co., Limited, Oshawa. Mr. Trestrail is a brother of B. A. Trestrail, the present advertising manager of the R. S. Williams & Sons Co., of Toronto, who is rapidly coming into favorable notice as editor and publisher of "Bat's Book." The Williams Piano Company's advertising, in the able hands of Mr. Trestrail, will be more aggressive and efficient than ever.

* * *

C. H. Hahndorf has severed his connection with the firm of Hahndorf & Brewer, designers, engravers and printers, Toronto. In future the business will be carried on under the name of C. B. Brewer & Co., at 333 Adelaide street west, Toronto.

* * *

At the Annual Meeting of the Canadian Press Association, held recently in Toronto, the following officers were elected:—

President, W. E. Smallfield, Renfrew *Mercury;* Past President, H. B. Donly, Simcoe *Reformer;* Vice-Presidents — Maritime Provinces, D. F. McLean, Port Hood *Greetings;* Ontario and Quebec, J. G. Elliott, Kingston *Whig;* Manitoba and Saskatchewan, E. H. Macklem, Winnipeg *Free Press;* Alberta and Eastern British Columbia, J. H. Woods, Calgary *Herald;* Western British Columbia, John Nelson, Vancouver *World.* Treasurer, George E. Scroggie, Toronto *Mail and Empire.* Chairman of Standing Committees—Paper Committee, J. E. Atkinson, Toronto *Star;* Labor Committee, E. F. Slack, Montreal *Gazette;* Advertising Committee, W. J. Taylor, Woodstock *Sentinel-Review.*

* * *

J. E. Jones, formerly manager of the Niagara Falls (Ont.) *Daily Record*, has resigned to take up a homestead in Northern Ontario. For a time he will live in a tent, which will later be followed by the regulation log cabin.

* * *

John J. Marshall, a former newspaper man of St. John, N.B., has entered into partnership with L. J. Gomme, of the Little Book Shop Around the Corner, at New York. The firm will be known as Gomme & Marshall.

* * *

The engagement is announced of Jas. N. Cowan, city editor of the Niagara Falls (Ont.) *Review* and Miss Ruth K. Caneen, of Pottsville, N.Y.

* * *

Frank A. J. Davis, of the Carleton Place (Ont.) *Canadian*, was recently married in Ottawa to Miss Mabel Florence Mann.

* * *

D. J. Randall, New York and Chicago, has been appointed foreign advertising representative of the Moose Jaw (Sask.) *News.*

* * *

R. F. Choate has resigned as telegraph editor of the Calgary *News-Telegram.* He has been succeeded by W. D. Hardenburg.

* * *

A recent decision handed down by Justice Murphy, of Vancouver, B.C., is of interest to newspapers and advertisers:—

The Japan and Canada Trust & Savings Company asked for an injunction restraining the Canadian

News from publishing an advertisement contracted for over a period of two years not expired. The Justice found that there was a question of fact to be decided as to the terms of the contract.

The plaintiff said that it was willing to pay for the space until the end of the term, but did not wish the advertising matter inserted, as it did not wish to be construed as a supporter of the paper's policy.

"You are invoking the court to enable you to break a contract, are you not? That is a very startling proposition," commented the judge.

Plaintiff's counsel outlined his rights by an illustration. He supposed that a paper developed strong pro-German sympathies. Its advertisers would naturally not wish to appear before the public as supporters of those views and would wish to withdraw their advertisements. They would be bound to pay the money, but would be entitled to protect themselves from the damage they would suffer by the appearance of their names in that paper.

Plaintiff contended that the newspaper's right in the contract was to be paid, not to insert. The contract was a license to publish which his client wished to revoke, or an agency which it withdrew.

Justice Murphy pointed out that his advertisement might be an asset to the paper and this the defendant said was his ground for opposing the motion.

The dispute as to the terms of the contract was irreconcilable, so his lordship directed a trial early in September.

Among the Canadian newspaper men at Front and in training are:—Johnson McAdams, of Sarnia; Frank Perkins, of Petrolia; J. Ketch, of Alvinston; Glen Nichol of Watford; Herbert Philip, of Stratford; Jas. Walsh, Wm. Hubbard, Fred. Clarke, Alex. MacKenzie, of the staff of the Stratford *Beacon*; E. F. S. Mather, of Winnipeg *Telegram;* H. R. O. Venden, Montreal *Gazette;* Arthur H. Sandwell, Montreal *Herald;* R. H. Pierce, Campbellford *News;* Everard Imrie, Fergus *News-Record;* Percy Rough, Tara *Leader;* Chas. Cavers, Montreal *Standard;* Fred. I. Taylor, Toronto *Mail and Empire.*

Among the recent casualties reported from the Front are:—A. J. Melhuish, Walkerville *Herald and Standard* (wounded); Randolph C. Taft, Edmonton *Journal,* (wounded); Capt. C. H. Weld, Winnipeg *Farmer's Advocate* (wounded); J. E. Cade and H. B. Tripp, of the Kerrobert (Sask.) *Citizen* (wounded).

The Status of Sanatogen

In the June issue of Economic Advertising the "Captious Critic" made reference to the Sanatogen and Formamint advertising, pointing out that these German preparations should be barred from Canadian publications. We have received a letter from a reliable English correspondent, defining the legal position occupied by Wulfing's London branch, and stating that two hundred British subjects are employed there, and that large sums are spent both in Eng-

land and Canada in advertising these goods, to the benefit of the Empire.

Our correspondent also enclosed an extract from the Royal Proclamation of Sept. 9th, 1914, which reads as follows: "Since the outbreak of the war the Government has appointed a supervisor to control the business in England of Johannes Abraham von Wulfing, of Berlin (Germany), the original proprietor of these drugs (*i.e.*, Sanatogen and Formamint), and already that official has paid large sums of money as profits to the Board of Trade, to be retained until after the war."

It has been pointed out to us that shortly after the outbreak of hostilities this firm applied through their solicitors for a license to trade. The reply received from the Home Office directed their attention to the proclamation of the 9th of September, particular reference being made to paragraphs 3 and 6, as covering their case. These paragraphs read as follows:—

"(3) The expression 'enemy' in this proclamation means any person or body of persons, of whatever nationality, resident or carrying on business in the enemy country, but does not include persons of enemy nationality who are neither resident nor carrying on business in the enemy country."

"(6) Where an enemy has a branch locally situated in British, Allied or neutral territory, not being neutral territory in Europe, transaction in or with such branch shall not be treated as transaction by or with an enemy." In all fairness to German residents within the Empire, we feel called upon to print the facts in this case, as we would not knowingly injure any reputable house doing business on a business basis and in accordance with British laws.

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Nearly 500,000 People—Most of them with Money to Spend

That is the huge market that Toronto offers to manufacturers. And your product can be advertised most economically in the daily paper that goes to the greatest number of those people each day---

THE EVENING TELEGRAM

has a circulation **in Toronto** equal to that of any other two daily papers.

Its daily average circulation, last week, **in Toronto alone, was 81,067.** (Total daily average 87,523.)

This includes no "extras" or papers sold as "extras," but consists entirely of regular complete editions and makes a clean, solid, concentrated circulation that is a wonderful force in the securing of Toronto business.

THE EVENING TELEGRAM
TORONTO - - - CANADA

To the non-advertiser

YOU may be producing an article that has never been advertised, but do not *infer* from this that it cannot be advertised profitably. The fact that you are selling it indicates that it fills a need.

With the right kind of product, at the right price and with an advertising appropiation in proportion to reasonable results, advertising is as sure as anything human can be. The success of thousands of advertisers proves it.

J. Walter Thompson Company has, at its command, and in use every day, the accumulated advertising experience of nearly fifty years. We offer this as part of our Service to those manufacturers about to advertise or to those desirous of making their present advertising more effective.

J. Walter Thompson Co.
Limited

Advertising Agents

Lumsden Building, Toronto

Phones: Main 329 and 330

Economic Advertising

A Monthly Magazine for Canadian Advertisers

VOL. 8 — OCTOBER 1915 — NO. 10

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A REAL WINNER

SATISFACTION AND BETTER PROFIT FOLLOW THE SOWING OF

STEELE BRIGGS' "LION" BRAND RED CLOVER

No better Clover Seed at any price

"CANADA'S GREATEST SEED HOUSE"

STEELE, BRIGGS SEED CO. LIMITED

HAMILTON - TORONTO - WINNIPEG

This client writes:

"We want to express our appreciation of the way in which you have handled our advertising during the past two years. The service you have rendered has been well placed, well executed, and we have had splendid results."

WE can show you how to increase your profits by reducing your selling cost through the intelligent use of advertising.

If **your** product is worthy, it will pay you to get in touch with us. We make no charge for plans or suggestions.

NORRIS-PATTERSON, LIMITED

Advertising Agency

MAIL BUILDING TORONTO

Let Us Look Into Brantford On "Market" Day

IN your distribution and sales effort you would be sure to include Brantford, as it is one of Ontario's best small-city centres.

Brantford and the country surrounding are typical of the good markets reached by EVERYWOMAN'S WORLD in the good districts throughout Canada, so let us look into the situation minutely.

IF you were to be in Brantford on "Market" day you would see hundreds and hundreds of people from outlying villages and rural places. Were you to inquire of these people, or watch them closely, you would find that although some of them had come to market, the majority, especially the women, had come mainly to shop.

YOU know it is the usual thing for Canadian people in the small towns and rural places to go to the larger centres, where convenient, at least once each month. Many of them make the trip to some city like Brantford weekly.

Every home in rural Canada is represented by members of their homes as purchasers in the cities at least three or four times a year. To some city, somewhere, these country people go to their shopping.

CANADIANS are mainly a rural people. More than 75% of them live on farms or in the small town and village centres. The great wealth of this country is in their hands.

And these "country" people are by no means behind the times. Their wives and their daughters follow the fashions; they dress smartly; they are the best and largest patrons of institutions for education and culture, of the conservatories and colleges of music. They appreciate and purchase good toilet soaps, delicate toilet waters, cosmetics, talcum powders and many other toilet requisites quite as freely as do city sisters.

ON "Market" day, when you see these "country" people in Brantford, they are shopping for these various articles, and for dress goods, millinery, boots and shoes, and all articles of apparel, as well as for food stuffs—though as a rule they will buy their groceries, including package goods, at their own local cross-roads or village centres. The goods they are buying are the articles they have seen advertised and learned about before they went to town.

WHAT a tremendous advantage, then, is enjoyed by such products as the Royal Vinolia Toilet Luxuries, with their Royal Vinolia depots in Brantford—by Palm Olive soap with its general distribution—by Sovereign Perfumes Limited, with their Ideal Orchid perfumes and Corson's Charcoal toothpaste—the Na-Dru-Co Royal Rose talcum and Ruby Rose cold cream—Priestley's dress goods, the Dominion Textiles and Horrockses' flannelettes, longcloths, etc., and by scores of others who appear in the columns of EVERYWOMAN'S WORLD and whose

This Everywoman's World advertisement is concluded on page 39.

Courage

'Tis the coward who quits to misfortune,
'Tis the knave who changes each day.
'Tis the fool who wins half the battle,
Then throws all his chances away.
There is little of life but labor,
And to-morrow may find that a dream;
Success is the bride of endeavor,
And luck—but a meteor's gleam.
The time to succeed is when others,
Discouraged, show traces of tire;
The battle is fought in the home stretch,
And won 'twixt the flag and the wire.

—*John Trotund Moore.*

Economic Advertising

Published in the interests of " more and better advertising "

Subscription Price, $1.00 per year, 10 cents the copy.

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

	Per Year		Per Year
Front Cover	$500.00	2nd Cover	$225.00
Back Cover	300.00	3rd Cover	225.00

Condensed Rates, 3 cents a word ; Minimum, One Dollar.

NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto

Vol. 8. Toronto, October, 1915 No. 10

STRAIGHT TALKS

ART FOR ART'S SAKE

THE readers of ADVERTISING are not looking for literature, humor or art—there are better things to be found in these particular lines elsewhere than in the advertising columns of the newspaper or magazine, and they know it. "Art for Art's Sake," brilliant flights of rhetoric, and sly sallies of humor, are out of place in advertising. The people are looking for good goods at fair prices—not for entertainment and amusement—when they read advertisements. They want to know where to spend their money to obtain the greatest return in satisfaction and enjoyment. The advertising that will separate the greatest number of people from their money is that which gets right down to brass tacks, tells a plain, unvarnished story of honest merit, in a frank, simple, convincing manner—and then quits. A grandstand play is a pretty thing to watch, but how many spectators in the grandstand are induced to go and do likewise?

ADVERTISING AND RETURNS

VERY few advertisements pay for themselves from the first insertion. It takes time to break down the wall of public apathy and "bring home the bacon," which is so carefully concealed on the other side. There are exceptions, of course, but these are usually

The London Free Press

Western Ontario's Foremost Newspaper
Member Audit Bureau of Circulations

Circulation over 40,000 net paid

The Free Press does not grant return privileges to agents, consequently Free Press Circulation is all sold. Advertisers who use the Free Press—a great many use it exclusively in its field—know and get what they pay for.

Report of A. B. C. Audit will be sent to you upon request.

EDGAR J. GUY, Toronto Representative
61 CANADA LIFE BLDG. PHONE MAIN 2392

EFFECTIVE ILLUSTRATIONS AND DESIGNS PREPARED AND REPRODUCED BY—

STEWART & BROWNE
ADVERTISING ART ADEPTS

23 JORDAN ST. PHONE M. 2522
TORONTO ONT.

Many of the biggest Advertisers in Canada and the United States are patrons of the Hamilton Newspaper Union List.

This is no idle boast, as our Record paper will show.

Let us mail you a copy, and, at the same time, tell you how little it costs to reach the 50,000 homes in Ontario covered by this List of 60 weekly papers.

Hamilton Newspaper Union
HAMILTON, ONT.

found to be advertisements of novelties, or ephemeral productions, dependent for their sale upon the fancy of the moment. As a general rule, it is safer to lay out a campaign to run, continuously, for from three months to a year, than to come in strong for a week and then peter out. The constant advertiser reaps the benefit of a cumulative return which is denied to the spasmodic dabbler in advertising. This does not mean that the prospective advertiser should be told that he must advertise for a long time before he can hope to get any of his money back—far from it. Everything depends upon the product or goods to be advertised. If it is a mail order proposition, results may be expected at once—otherwise there is something radically wrong with the copy or the medium. The right sort of advertising for any proposition can be made to pay for itself, either directly or indirectly, within a period ranging from one month to a year. After that, the advertising ceases to be an expense and becomes a tangible, powerful force, which drives the business onward to success and affluence.

A POPULAR FALLACY

TO be a successful advertising writer or advertising manager requires something more than a knowledge of the goods and their process of manufacture. And yet there are some advertisers who insist upon asserting that the man with the greatest amount of knowledge of the goods is best fitted to write a successful ad. This popular fallacy has been nurtured by superficial writers in business publications for years. These writers claim that since advertising is "salesmanship on paper" it should be nothing more than a selling talk such as a salesman might use when talking to a prospect. But an advertisement, to be successful, must be more than that—much more. Did you ever hear of a salesman delivering his selling talk, and making the sale, without a word from the buyer? Well, hardly! He is usually interrupted a dozen times in the course of his remarks with objections, which must be met, and questions which must be answered. The best advertising writers are those who can anticipate every possible objection and answer every possible question in the fewest possible words. Their ads would make mighty poor selling talks for a personal salesman to use, because they are so full of "meat" that a listener could rarely take it all in at once. Such ads make the reader do his own thinking, and guide his thoughts into the right channels. The modern advertising man can pick out the main selling points in any proposition and *forget* every non-essential connected with it. He can put himself in the buyer's place, learn all he needs to know about the goods from the buyer's standpoint, and depend upon his knowledge of human nature to do the trick.

Highest Grade
ELECTROS
AND
STEREOS
PROMPT AND EFFICIENT SERVICE
THE NATIONAL ELECTROTYPE & STEREOTYPE Co. Ltd.
229 Richmond St. W.
TORONTO
TELEPHONE AD. 16.

Some Buying Power

Mr. George Bury, Vice-President o the C.P.R., estimates the Saskatchewan wheat crop will be over 140,000,000 bushels. The farmers will be in a better financial position than ev e before—war or no war.

Are you doing all you can to stimulate the sale of your goods?

THE SASKATOON PHOENIX

has the best distribution in Northern Saskatchewan, being the oldest, most popular and only morning paper covering the entire uppei half of the best grain growing province in the Dominion.

EDGAR J. GUY
Eastern Representative
Canada Life Building, Toronto

A BUMPER CROP

The largest crop in average yield with an increased acreage of 598,831, is now being harvested in Alberta. This means an increased market for all advertised products. Commence developing this market at once by using space in the

EDMONTON JOURNAL

The home paper without which Edmonton and district cannot be covered

EDMONTON - ALBERTA

ALBERTA'S RECORD CROP.

The largest crop in the history of the province is now being harvested. This means a prosperous year. *Calgary* will benefit owing to a large percentage of the crop being handled by the Goverment Terminal Elevators which are situated in the city

Advertise Your Goods where there is Money to Buy Them

The Calgary Herald

DAILY AND WEEKLY
Are the Papers to Use

WRITE FOR RATES

LARGEST CIRCULATION IN THE PROVINCE

Eastern Representative, E. J. GUY, Canada Life Bldg.
King St. W., Toronto

A NATIONAL INSTITUTION

MR. W. J. BAKER, sales promotion and advertising manager for the Canadian Cereal and Flour Mills, made a reference to ECONOMIC ADVERTISING, in his article in the September issue, which bears repeating. He wrote, "We must feel that ECONOMIC ADVERTISING is our magazine—you and I can learn much from its pages—and I know from past experience that the editor is only too pleased to give any information which we require. *Printers' Ink* is the advertising man's bible on the American side. Let the same be said of ECONOMIC ADVERTISING here. By giving loyal support we can build up a paper which will be a credit to ourselves and to our country." If every reader would just take this suggestion to heart and make a point of sending in copies of advertising literature for comment or criticism, particulars of successful campaigns, or descriptions of unusual experiences in advertising, for the benefit of others, advertising in Canada would be given a powerful stimulus and *your* magazine would become a *real* power for good. Think it over!

TESTING THE BEATITUDES

A Twentieth Century Newspaper Adventure

THE Detroit *Times* has published an interesting illustrated booklet on the occasion of its 15th birthday. The *Times* came into existence with the Twentieth Century and Mr. James Schermerhorn, its publisher, drew down upon his head the criticism of cynical newspaper writers and others for attempting to conduct a metropolitan daily "along Sunday-school lines." A circular which accompanied this booklet reproduces an address given by Mr. Schermerhorn on February 7th, 1915, before the Chicago Sunday Evening Club, entitled "Testing the Beatitudes; A Twentieth Century Newspaper Adventure." This address is extremely interesting and should be read by every newspaper publisher in Canada. The closing paragraphs are particularly apt:—"If the Kingdom of Heaven is within us, why not within the teeming pages of the daily press, where nearly everything else is? Why, at least, should not the press be the 'light of the world'? If our testing of the Beatitudes eventuates into a signal business achievement, as now seems not unlikely, it will do more to bring in the day when the American press shall be as unsullied as is it free—a press 'without spot, or blemish or wrinkle or any such thing.'"

* * *

Work will never make you unhappy, if it's honest work. It's too much leisure that breaks a man's heart.

This Farm Yields $13,000 Worth of Marketable Products, *besides*

giving the family a good living amid good surroundings. A farm like this is a home with buying power to satisfy its desires as well as its needs.

23,000 such homes, which in the aggregate represents a tremendous buying power, are reached by *The Farmer's Magazine—a high class farm journal* with a class circulation among Canada's enterprising and progressive farmers. It interests the whole family — father, mother, sons and daughters. Its editorial merits have placed it in high esteem and won that responsiveness among readers without which a magazine is *lifeless* as an advertising medium.

Canada's Bumper Crop

doubly increases the prosperity of these 23,000 prosperous farmers. *Cultivate the patronage of these farm homes.*

Markets Once Closed

Have been opened through the editorial contents of The Farmer's Magazine, and desires have been created for products that once were considered outside the realm of the farmhouse. This educational work of raising the standard of farm home comfort and efficiency has created new business that would otherwise have been lost.

Let us send you a copy of the Magazine with Advertising Rates.

The Maclean Publishing Co. Limited

143-153 University Ave., Toronto

Montreal Winnipeg New York Boston Cleveland Chicago London, Eng.

WHY AUDITS ARE NECESSARY

Address Given Before the Trade and Class Section of the Canadian Press Association, Toronto, Sept. 2nd, 1915

By W. G. Rook, President, Canadian Home Journal

MR. W. G. ROOK

WHEN most purchases are made the purchased article is measured—a load of hay, a ton of coal or a pint of cider. It is measured according to a recognized standard and is protected by the government, who have enacted laws governing these things for the protection of the public.

Yard sticks and scales are government stamped to protect the buyer, but up to the present time the purchaser of advertising space can find no assurance, that is, from an independent standpoint, dependable. Perhaps, some day we may be able to have our government at Ottawa enact laws covering circulation statements, just the same as they have done to protect the buyer of other commodities.

There are few publishers but who will admit there is a necessity of having independent audits made of the circulation of Canadian publications. The need for auditing has grown just the same as the need for conductors on street cars. Years ago the passenger on the street car stepped up to the front of the car and placed his fare in the fare-box. If this was not done he received a very curt reminder from the driver. So many of the passengers failed to do the honorable thing that the company placed conductors on the street cars and now the innocent along with the guilty must stand for having their ribs poked in and their toes trod on.

There is little room for argument as to the necessity of an audit, but there are two points to be considered before an audit is made. The first point is the method and its acceptability to all parties concerned, and the second is the cost, and who will pay.

In the United States audits have, for some years, been made by various organizations and by as many different methods. Some were dependable and valuable, while others were costly and worthless. The chief reason for dissatisfaction

ALBERTA PEOPLE MAKE MONEY

——Biggest crop harvested on record.
——Tell the people about your goods.
——You can get results if you include the

MORNING ALBERTAN

CALGARY

in your appropriation.
——Ask any agency for rates.

The Daily Average Circulation of

THE EVENING RECORD
(WINDSOR)

for September was

9,110

Advertising Rates (Plate)

Under 1,000 lines	-	3c. per line
Over 1,000 lines	-	2c. per line
Over 5,000 lines	-	1¾c. per line
Over 10,000 lines	-	1½c. per line

John A. McKay, Publisher

A Rare Treat In Store for YOU

COMING issues will contain articles of vital interest from the pens of such men as:—

HERBERT S. HOUSTON. President A.A.C. of W.
RICHARD H. WALDO, of the N.Y. Tribune.
EDWARD J. SHAY (Felix), Business Manager of the Roycrofters, East Aurora, N.Y.

And many others prominent in the world of Advertising.

Each month, from now on, we will also publish the personal experiences of at least one successful Canadian Advertiser. The "Men and Media" section will keep you in close touch with what's doing in Canadian Advertising circles.

Send Along One Dollar

to-day for a year's subscription to the only Advertising Journal published in Canada. Address

ECONOMIC ADVERTISING
Mail Building **TORONTO**

came from the many and varied ways the audits were made. It frequently occurred that information asked for by one advertiser or organization would not meet the requirements of the others, and it was to overcome these many difficulties that the Audit Bureau of Circulation was organized, which, as far as advertisers, publishers and agencies in the United States are concerned, is giving splendid satisfaction.

All publishers in their various groups are placed on the same basis by the A.B.C., as far as the furnishing of information is concerned. Publishers were in the habit of sending out information that, while it was accurate as far as they were concerned, it was not arrived at in the same manner as that used by other publishers in the same class, which, of course, made the statements valueless for camparison. Now, all publishers must "toe the same mark" so to speak, and furnish the same kind of information that is asked from his competitor.

The trouble was not that an audit was unnecessary, but what was to be the recognized standard of measuring circulation. The A. B. C. is now the official "measure" recognized by nearly every publisher, advertiser and advertising agency in the United States.

In Canada there are three "measures" for circulation—the solicitor's verbal statement, a sworn detailed statement issued by many publishers, and the A. B. C., while a fourth method is seeking recognition in the name of the Association of Canadian Advertisers. All of these methods, I think I am safe in saying, are at the present time unsatisfactory to Canadian publishers.

The first method has not, I am sorry to say, always been accurate. The second method leaves a doubt as to what is considered circulation from an advertising standpoint. The third method is somewhat expensive for Canadians, while the A. C. A. has up to the present not demonstrated its ability nor disclosed its plan for properly auditing the circulation of Canadian publications.

The second question is that of cost—and who will pay. The cost must naturally be governed by the expense incurred in doing the work, and no matter whether the A. B. C. or the A. C. A. are made responsible for the measuring of circulation, the cost should be less than is now asked for by the A. B. C.

It does not seem reasonable to ask $130 a year to audit the circulation of a publication having say 26,000 of a circulation, which figures out at about one-half cent for each subscriber, which appears to be a trifle high considering that there are, as a rule, not 500 persons who care anything about the circulation of any one individual Canadian publication.

Take a trade publication with a circulation of say 2,000, which may include the name of every available subscriber in Canada. Is it just to charge $26.00 for auditing 2,000 names? I think

Three-Fold Service

Designing **Copy-Writing**

Printing

We are equipped to give you first-class service in every element that enters into the production of an efficient piece of printing.

ARTISTS
to help you plan striking designs.

COPY-WRITERS
to help you present your proposition effectively.

PRINTERS
and modern printing equipment to produce your work perfectly, no matter how large or how small the job may be.

WHEN YOU NEED ANYTHING IN PRINTING
PHONE, WIRE OR WRITE TO

Acton Publishing Co., Limited

Corner Queen and Gwynne Avenue
TORONTO

TEL. PARKDALE 4171
Jas. Acton, President

MONTREAL; 13 Coristine Bldg.
J. J. Gallagher, Managing Director

that these charges might, in most instances, be cut in two, and to assist this the publishers could co-operate with the auditor by having certain information prepared in advance of the auditor's visit.

To my mind there is but one person to pay for the work of auditing and that is the publisher. He is the seller just the same as is the coal dealer or the grocer in selling their commodity, both of whom have to pay for and provide for the measuring of their merchandise. These charges are always taken care of in the overhead expense. The same thing could just as well be done by the publisher as any other class of merchant. How foolish it would sound if a grocer would ask for another five cents please, to help pay for the scales he used in weighing the sugar you buy from him.

ADVERTISERS AND THE AUDIT

Audits Do More than Prove Honesty—Importance of Reliable, Standardized Information—Most Publishers Favor the Audit—How Expense Should Be Borne.

By B. H. Bramble, Adv. Manager, The Goodyear Tire & Rubber Co., Ltd., Toronto

IN spite of the fact that the auditing of the circulation records of Canadian publications is a very much discussed subject at the present time, there are still a great many advertisers whose interest in the matter is only lukewarm.

The degree of interest in the subject which any advertiser displays seems to depend in a large degree on what he expects to purchase with his advertising appropriation. If an advertiser feels he is simply buying *space*, he is not likely to be a very enthusiastic supporter of the movement in favor of the general auditing of circulation records. On the other hand, if the advertiser is one who constantly keeps in mind the fact that he is buying *circulation*, the suggestion that the circulation records of *all* publications be audited will, in all probability, immediately appeal to him.

To those advertisers who are not familiar with the proposition, it had, perhaps, better be explained that a circulation audit does a great deal more than prove the honesty of the publisher. In order that an efficient audit may be made, the circulation records of a publication must be kept in such a manner that a vast amount of information is rendered accessible—information which is of great value to the advertiser and yet is frequently not otherwise available, because the publisher's records are such that he cannot furnish it.

For instance, it is important that the advertiser know whether subscribers actually pay for a publication or whether they receive it free. That a subscriber receives a certain periodical regu-

Ten answers for every agate line

AN advertisement in The Sunday World, Sunday, October 3rd, measuring seventy-five lines, brought over five hundred written answers and more than two hundred and fifty personal and telephone replies. This is over ten replies for every agate line of space used and is just a fair sample of what the Sunday World is doing for advertisers every week.

Going into the homes as it does late on Saturday night and read on Sunday, when every member of the household has plenty of time and inclination for reading, it could not fail to be a good advertising medium.

With a circulation of more than 97,000, it has both quality and quantity to commend it. On a combination contract covering The Daily and Sunday World, the advertiser can buy space at a price that makes it exceedingly profitable to use.

Ask your favorite advertising agency to tell you about the combination contract covering both papers or write direct to the Advertising Department of The Daily and Sunday World for full information.

The Toronto World - Toronto

Telephone, Main 5308

larly means little or nothing to the advertiser. The vital point is, does the subscriber *read* the periodical. Short of a trial, "keyed" advertisement, it is practically impossible to prove this definitely; but it is safe to assume that the individual who pays for a publication is more likely to read it than one who does not pay for it. This does not necessarily indicate that a man will not read a free publication; but rather that reputable publications do not make a practice of giving away free subscriptions indiscriminately. People are willing to pay for the privilege of reading a good publication.

For the same reason many advertisers do not consider circulation obtained by means of premiums as valuable, from an advertising standpoint, as circulation obtained without the use of premiums. Frequently the use of premiums means that the so called subscriber does not really buy the periodical. What he actually *buys* is the premium—he regards the publication as something which is thrown in free of charge, and very often the subscription canvasser "sells" his proposition on this basis. Perhaps the most reliable and valuable index of the estimation in which a publication is held by its readers is the percentage of renewed subscriptions. If only ten per cent. of the readers of a periodical renew their subscriptions, the logical deduction is that, after a trial (usually for a period of twelve months), 90% of the readers think the publication is not worth the money asked for it.

It is important that the advertiser has definite and reliable information on this point (and many others) about a publication before he can properly estimate its value to him as an advertising medium. At present it seems impossible to obtain such information from many publishers. Some publishers do furnish information along these lines; but for purposes of comparison it is not satisfactory, because of the differences of opinion between publishers on certain matters. For example, one publisher may not classify a subscription as a renewal unless it immediately follows the expiring subscription. Another publisher may consider any subscription a renewal that comes from an individual who has at some time previously subscribed to his publication—even though the previous subscription expired six months or a year before.

When the circulation records of a publication are properly audited, all this information is made available in *standardized* form, with the result that the advertiser knows that "paid in advance circulation" on the audited report of one publication means exactly the same thing as "paid in advance circulation" on the report of another publication. And in addition to this, the information, besides being standardized, is *absolutely authentic* and can be relied upon by the advertiser without any doubt as to its accuracy.

Advertisers at present are buying circulation on the same basis on which the "Surprise Tub" or

A power which has no equal

It takes some time to obtain the confidence of the Country People, but when secured it is worth many times its cost.

Country People are influenced by their Local Weekly more than by any other advertising medium.

WHY?

Because the personal guarantee of the editor, who moves among them—who for years has championed their rights, and whom they favorably know personally—is practically back of every advertisement appearing in their paper.

Newspapers and magazines printed one hundred miles from home, whose editors are absolute strangers, are regarded as Foreign, and can never hope to gain the same confidence of the Country People that the local weekly securely holds.

What is this confidence worth to you?

Your goods are purchased by the Retailer, or your Agents, because the latter have confidence in you and your goods.

Are you employing the proper advertising medium to gain the confidence of the consumers of your goods? Get the Connecting Link?

One letter, one contract, one cut will put your advertisement in 200 Country Weekly papers, 95% of which are in Ontario—the Banner Province—at a very economical price to you.

Rates and particulars on application.

The Wilson Publishing Company of Toronto, Limited

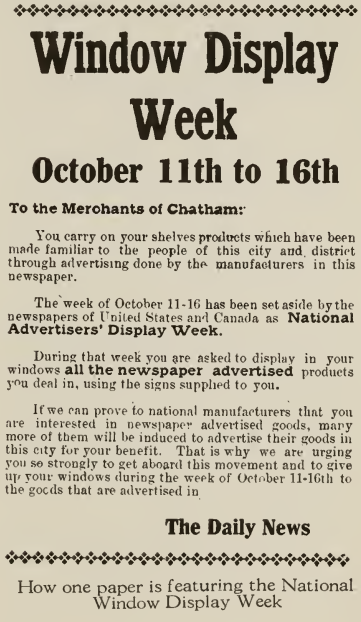
73 West Adelaide Street - Toronto, Canada

"Fishing Pond" is operated at a charity bazaar—they pay their money in the hope that they are going to get something commensurate in return. Sometimes they do—and then, again, sometimes they do not.

A final word to those advertisers who are in favor of the auditing of circulation records, but who believe that in the course of time all publishers will have their records audited whether advertisers insist on it or not. To have his circulation records efficiently audited costs the publisher good money, and in some cases a satisfactory audit cannot be made without a complete revision of the system of keeping circulation records. Unless advertisers in general insist on it, the publisher is not going to this trouble and expense except under certain conditions—such, for instance, as when he believes that an audit would demonstrate the superiority of his publication over all competitors.

Some advertisers who have not investigated the subject very thoroughly are under the impression that the majority of publishers are antagonistic towards the suggestion that circulation records should be audited. Such is not the case. Nearly all the reputable publishers in Canada appear to be in favor of the proposition. Their opposition does not start until a suggestion is made that *they* should bear the expense of the audits. In their opinion the advertiser should pay all, or at any rate part of the expense.

However, there is this to be said: assuming for the sake of argument that advertisers *should* pay part or all of the expense, which advertisers do the publishers propose to collect money from? The publisher who asks himself this question will realize that the only logical way he can make the advertiser pay for circulation audits is the same way by which he makes the advertiser pay—indirectly—most of his other expenses, viz.: by adding it to his overhead. The advertiser then pays for the audit in paying for his space. Furthermore, each advertiser pays in proportion to the amount of space he uses in any particular publication — which would seem to be eminently fair.


Window Display Week

October 11th to 16th

To the Merchants of Chatham:

You carry on your shelves products which have been made familiar to the people of this city and district through advertising done by the manufacturers in this newspaper.

The week of October 11-16 has been set aside by the newspapers of United States and Canada as **National Advertisers' Display Week.**

During that week you are asked to display in your windows **all the newspaper advertised** products you deal in, using the signs supplied to you.

If we can prove to national manufacturers that you are interested in newspaper advertised goods, many more of them will be induced to advertise their goods in this city for your benefit. That is why we are urging you so strongly to get aboard this movement and to give up your windows during the week of October 11-16th to the goods that are advertised in

The Daily News

How one paper is featuring the National Window Display Week

THE CONSTRUCTIVE POWER OF ADVERTISING

What Publicity Has Done and is Doing to Build Up one of the Largest Industries of Its Kind in the British Empire—"Construction," the Keynote—"Quality," the Watchword—"Expansion," the Aim—"Advertising," the Means.

By W. E. Clark, Advertising Manager, The Pedlar People, Limited, Oshawa, Ont.

MR. W. E. CLARK

ADVERTISING is an invaluable aid in increasing the sales of any product. The larger the number of people who can be made familiar with the product of any factory, the greater will be the demand for it. And this fact is abundantly capable of proof, particularly when the product happens to be a building material.

Widespread publicity of the right sort, combined with the careful production of a complete line of sheet metal building materials, has surely and steadily built up one of the largest industries of its kind in the British Empire—that of The Pedlar People, Limited, of Oshawa, Ontario, with branches at Montreal, Ottawa, Toronto, London, Winnipeg and Vancouver.

The history of the growth of this business, and the part that advertising has played, and is playing, in its development, is a never-failing source of inspiration to the officers of the company, and is not without interest to the advertising fraternity, many of whose worthy members have repeatedly asked for the facts now presented for the first time.

Back in 1861, Mr. Henry Pedlar, assisted by his son, Mr. George Henry Pedlar, established a modest stamping and roofing plant which was the forerunner of the extensive industries now owned and operated by The Pedlar People, Limited, at Oshawa, Ontario. The mechanical genius, aggressiveness and real salesmanship of the founders soon won a place for the new industry, which, right up to the present, has enjoyed a continuous expansion and development.

The Pedlar Patent Cleat Shingle,

at that time looked upon as a triumph of mechanical skill and inventive genius, was the first of the "Pedlar Products" to win the approval of the public. The success of this new metal shingle was responsible for the development of the business to such an extent that it became necessary to seek larger quarters, and, in 1891, the original building of the present group of factories was erected.

Up to that time, the progress had been slow but sure. The business, while known to be successful and prosperous, was by no means widely known. But with the erection of the new plant, came the broader vision. "Construction" became the keynote—the construction of a far-reaching industry, whose influence would be international and whose market should be *the world*.

And so at this period newspaper and direct advertising were first called into play, for the purpose of introducing the product to the public in general. The metal roofing business grew to such proportions that it seemed advisable to enlarge the scope of the factory. New and improved types of roofing were introduced, one of which was the "Oshawa" four-lock shingle, which is now used on farm buildings, churches, schools, public buildings and residences in every part of Canada.

The watchword from the beginning was "quality." The ideal has always been the production of a "PERFECT" product—hence the adoption of the significant trade term, "Pedlar's Perfect Products" in describing the various lines manufactured by this company.

Simultaneously with the adoption of newspaper and direct ad-

vertising, came the system of selling direct to the farmer. Local agents were also appointed in every locality, and these agents were given every assistance and protection. An extensive campaign of farm paper and magazine advertising was launched and proved exceedingly profitable in developing new prospects for the attention of the local agents, who were furnished with "leads" for following up.

In the case of local newspaper advertising, in various localities, the name of the agent was inserted.

The Technical Papers were also used to good advantage for inducing dealers to carry a line of our materials for which we had creat-

YOU CAN INCREASE YOUR SALES
CANADA THROUGH THE

NINETY-THREE per cent. of CANADIAN HOME JOURNAL subscribers personally pay their money for a year's subscription—this is evidence that they want it, will read every issue, and that they are possible purchasers of goods advertised in their favorite magazine.

The CANADIAN HOME JOURNAL is conducting the largest "Baby Contest" ever held in Canada, is doing a great work in the interests of "Better Canadian Babies," has introduced "Twilight Sleep" to Canadian women, and has the most expensive staff of contributors possible to obtain, all of which makes every issue interesting to almost every member of the family.

What 14 Pr

FOURTEEN ac
Quadri-Color
DIAN HOME JO
not an expense.) H
sive advertisers:—

Postum Cereal Co
Colgate & Compan
Cudahy Packing C
Gerhard Mennen
J. B. Williams Con
E. W. Gillett Comp
Lake of the Woods

More Advertising Carried T

Some of the issues of this year carried a greater amount of advertising and at a higher rate
JOURNAL reaches the buyer in the homes and is an economic advertising medium.

THE CANADIAN

71-81 Richmond St.

ND REACH THE BEST HOMES IN NADIAN HOME JOURNAL

THERE is a stronger bond of sympathy and support between CANADIAN HOME JOURNAL readers and publishers than is usually found between readers and publishers in general. Here are a few of the thousands of expressions of goodwill from readers that come our way:—

"I am sure all enjoy your paper and appreciate your efforts in giving us a good paper. The articles on Babies, their wardrobe and care; and helps and suggestions to expecting mothers, I appreciated, and wished every girl and woman in the world might read it. You cannot know too much.

"Wishing you success, MRS. J. A. D."

"I do like the CANADIAN HOME JOURNAL, and would miss it very much. The Better Babies articles are splendid and educative for all young girls, and of which my daughters shall take advantage.

"With many thanks to you and the contributors to the articles. Sincerely yours, Cranbrook, B.C."

We can send you baskets full of just such letters from satisfied subscribers, but you surely do not need further evidence of the friendly feeling between our readers and ourselves.

essive Advertisers Found:

sers have bought fifty-one pages of tising in the 1915 issues of the CANA-L. (Why? Because it's an investment, are the names of these fourteen progres-

r	Meriden Brittania Company
	J. B. Knox Company
ny	Imperial Oil Company
	Wells-Richardson Company
	B. J. Johnson Soap Company
	Channell Chemical Company
g Co.	Andrew Jergens Company

s Year Than One Year Ago

was carried in the same issues of one year ago. Why? Because the CANADIAN HOME

HOME JOURNAL

st, Toronto, Canada

ed a demand among their customers.

Some years after the appearance of the "Oshawa" shingle, George Henry Pedlar, jr., invented the big "George" shingle, which has all the improved features of the "Oshawa" type, with the additional advantage of larger size. The "Oshawa" (size 16″ x 20″) is now featured for residences and smaller buildings, while the "George" (size 24″ x 24″) is recommended for large barns, churches, etc.

In conjunction with the present farm paper advertising, we are using a very attractive booklet, entitled "The Right Roof," giving valuable information on roofing, and profusely illustrated with halftones from photos of barns shingled with "Oshawa" or "George" shingles. The names of the owners are also given, making a strong testimonial to the merits of these shingles. A copy of this booklet is mailed free to any address upon request, and this point is brought out in all our roofing ads.

The development of the plant has kept pace with the growth of the business. The field in which sheet metal products can be used to advantage was found to be so limitless that, from time to time, new lines have been added, until the family of "Pedlar's Perfect Products" now comprises metal shingles, roofings, sidings, ceilings, metal lath, corner beads, skylights, ventilators, fire doors, cornices, culverts, flumes, portable buildings, garages, etc., in fact anything and everything in sheet metal building materials.

Each and every product requires its special publicity, both in the form of printed literature and periodical advertising. We have found that too much importance cannot be attached to the advertising of any of our products to promote their sale in a wider field.

For example, in the sale of our metal interior decorations, such as ceiling and wall materials, ornamental centres and zinc work,

PERMANENT HOME DECORATION
Make your wall and ceiling decorations permanent. Why go to the expense of a new wall paper every few years, when all that should be needed is soap and water?
PEDLAR'S "Perfect" Art Steel WALLS
and Ceilings are the best and most economical decorations for the home. Made in a great variety of artistic patterns, including the new and fashionable panelled effects. Permanent—Sanitary—Fire-retarding—Beautiful.
Write to-day for Art Steel Catalogue No. "H.J."
The PEDLAR PEOPLE, Limited
(Established 1861)
Executive Office and Factories: OSHAWA, Ont. 13-5
Branches:— Montreal—Ottawa—Toronto—London—Winnipeg

it was found that the public had to be educated to their advantages, which are many, over the older methods of interior decoration. This required a strong line of copy, full of suggestion and argument. For these lines the technical publications are used to suggest and ensure their specification and use by architects and contractors, in public buildings, stores, factories and churches. To reach the consumer in general, it is necessary to employ farm papers, magazines and religious publications, using copy calculated to bring out the fire-

proof, sanitary and ornamental features. To every enquiry received as a result of this advertising, is sent a well illustrated catalogue and a strong, direct appeal. This is followed by a visit from one of our salesmen when in that particular territory. As each individual enquiry costs real money to get, it is carefully followed through to a close.

The introduction of Pedlar's "Perfect" Metal Lath also required an educational campaign of publicity. In the erection of all fireproof buildings, metal lath is now a recognized necessity, but, in order to reach the field, it was necessary to prove the superiority of our product. Pedlar's "Perfect" Lath has various advantages in this regard, which are good talking points for copy. The copy is divided into two kinds: First—an appeal to the contractor or architect, showing the advantages, such as the saving in time and labor, and making a better job; second—an appeal to the owner or builder, pointing out and emphasizing the fireproof, stainproof and other special qualities of this metal lath. For the first class, the technical papers are used to advantage, while newspapers and magazines have been profitably used to reach the second class. This is a field, which as yet, we have not developed to anything like its utmost possibilities. While most of the large public buildings erected within the past few years have used our "Perfect" lath throughout, still we believe it would be even more extensively used if the home builder were better acquainted with its advantages. This will require an educational campaign which will sweep the country from coast to coast.

In the manufacture of the "Perfect" lath itself the most modern machines are used, one machine making lath in the 18½ inch width, and another machine turning out the 24" width in sheets eight feet long. These machines have a capacity of 40,000 yards per day,

PEDLAR'S PERFECT PRODUCTS
MADE IN CANADA
New Technical School, TORONTO
Fireproofed with Pedlar's Expanded Metal Lath
PEDLAR'S "PERFECT" EXPANDED METAL LATH
THE PEDLAR PEOPLE, LIMITED
Executive Office and Factories: OSHAWA, Ont.

which permits of the prompt handling of all orders. In this particular department, a complete fireproofing line is manufactured, such as metal lath, metal studding metal furring, metal rib lath, and expanded metal for reinforcing concrete.

Another important department of the business is the metal culvert and flume end. This is one of the later additions, having been in operation about seven years. The

recent adoption of our "Perfect" metal culvert by the leading railways and municipalities, owing to their great strength, flexibility, and portability, has been brought about by a persistent and thorough publicity campaign in the municipal, railway, technical and farm publications. This campaign has been supplemented by direct advertising literature, in the form of a folder with a return post-card, for the convenience of the recipient in writing for our illustrated catalogue, which gives valuable drainage tables and full information for the use of those interested.

The motor magazines, high class weeklies, and large city dailies, are used to carry the advertising of our "Perfect" garages, both

all-steel and metal-clad. A special garage booklet is sent to all interested parties writing in response to this advertising. Lists of "possible prospects" are also circularized by means of an attractive folder containing a detachable return postcard, and a copy of the booklet is mailed to those applying for it on the postcard form.

The export end of the business has also received its share of attention, and has become a most important factor in the development of this industry. Our sheet metal building materials are extensively used in South Africa, South America, Australia, India and Japan. This branch of the business also owes its origin to, and depends for its development upon, advertising running regularly in various trade and class publications, reaching its particular field, as well as in newspapers in each district, placed by our local representatives in these countries.

Here in Canada, the complete organization of sales offices and branches, extending from the Atlantic to the Pacific, enables our clients to secure the maximum service at a minimum expense and loss of time.

While the Pedlar People have always made it their special care to see that nothing but the best of material and workmanship goes into their products in order that they may live up to the true meaning of the word "Perfect" in so far as is humanly possible, still the whole experience of this business has clearly shown that the marketing of a saleable product, on a large scale, is dependent upon its advertising.

Advertising in newspapers, technical papers, farm papers—direct advertising by mail through catalogues, booklets, multigraphed letters—general publicity by means of posters and painted bulletins—all have combined to make the phrase "Pedlar's Perfect Products" in the minds of sheet metal users, carry the same significance as the "Sterling" mark on silver.

ORGANIZING AN ADVERTISING AND MAIL ORDER DEPARTMENT

Laying the Groundwork—Building Up the Department—Duties of the Advertising Manager and his Staff—Outlining a System that took Seven Years to Perfect.

By Kenneth S. Fenwick, Chief of Copy and Art Dept., Norris-Patterson, Limited, Advertising Agency, Toronto, and formerly Advertising Manager of The Paquet Co., Ltd., Quebec.

WHEN I went to Quebec, in 1906, to organize an advertising department for what was at that time "The Great Departmental Stores of Z. Paquet" —now "The Paquet Company, Limited"—my scope of authority was decidedly "circumscribed." I had a desk in one corner of a remote part of the building, which had been used as a stock room for carpets and rugs, and I was told to "get busy" and show what I could do.

As I had no "organization" to manage, my only assistant being a French translator whose duty it was to translate my effusions into acceptable French, I was forced to write all my advertisements in pencil, making five carbon copies. Two of these carbon copies, together with the lay-outs and necessary cuts, I had to take to the English newspapers; one copy went to the French translator, who looked after the French papers, another was cut up and divided amongst the various department buyers; and the original was filed away in a pigeonhole of my desk.

I was required to make all advertising contracts, interview solicitors, study the merchandise, make friends with the department buyers, write all mail order copy (including catalogues) and prepare a full-page, or a half-page ad every day.

Being a new man on the job—which, by the way, was formerly handled by an outsider who spent about two hours a day in the store —it was some time before I was entrusted with a rubber stamp bearing the words "*Advertising Manager.*" This delay in coming into my own was occasioned by misgivings in the minds of those higher up, lest I should lose my head or think I was running the business.

Fortunately, the general manager, Mr. G. A. Vandry, was a broad-gauged business man with a healthy respect for advertising, and a lively appreciation of the power of publicity. Mr. Vandry was, without exception, the keenest and most brilliant man with whom I have ever come in contact. He was always ready to weigh and consider the merits of any proposition which might be expected to increase efficiency or build more business. If there might be a flaw in the reasoning, or a weakness in the plan, he would spot it instantly.

Under his able guidance, I was

enabled to build up an advertising organization for the Paquet Company, which experts have declared to be complete. In this article I will attempt to describe, as briefly as possible, just how this was done.

For the first month, I was kept so busy writing copy, sharpening pencils, and wearing out shoe leather, that I had no time to think about my "organization" at all. When I asked for a stenographer, I was put off with some vague reason or other, that seemed to satisfy the chief, but left me in ignorance of the "big idea," which was to "try me" and see how long it would take me to "squeal."

After four weeks of the hardest work I ever put in, I was agreeably surprised one morning to find that a brand new desk and typewriter had been added to my "office equipment." This was followed, a few minutes later, by the "presiding genius" of the machine, who politely informed me that she was to be a fixture in my department.

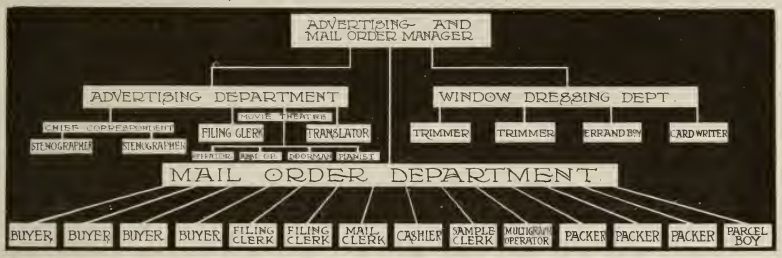
From that time on, I was able to put in a little time every day on the plans for a labor-saving system, which would keep up a regular supply of items from departmental buyers, and give me more time for planning sales and special events.

At the beginning of my second year, I was given the management of the Mail Order Department, comprising one stenographer, one cashier, one filing clerk and three buyers. This department had been running at a loss, the cost of doing business being nearly 50 per cent. of the mail order sales.

After weeding out the mailing list by means of a return postcard, offering to send the new catalogue to those returning the stamped, addressed card, we found that more than half the list was "deadwood." So we ran an advertisement, in a selected list of mail order papers, offering a pair of French kid gloves to anyone sending us the names of twenty personal friends who had never received a copy of our catalogue and who would like to receive it. This meant that everyone sending in a list had to make a personal canvas amongst her friends and find out if our catalogue had ever been received or not. The result was more than satisfactory. The names as received were checked up with our old mailing list, and the new names brought the list up to 25,000 live, interested customers and prospective customers. The cost of these new names was less than 8 cents apiece.

The next year showed an increase of 25 per cent in mail order sales, and the cost of doing business was reduced to 30 per cent—leaving us a small margin of profit on the year's business. The second and subsequent years also showed a satisfactory increase in sales with a correspondingly reduced expense and larger profits. At the end of my first year in charge of the mail order department, I was given the supervision of the windows and store decoration. The personnel of this department comprised two window

ORGANIZATION CHART



trimmers, one card writer and an errand boy. This gave me control of the entire publicity end of the business.

My office was then moved to a more convenient part of the building, but was soon found too small, and after careful deliberation, it was decided to fit up an office, at an expense of $1,000.00 where every provision was made to facilitate the work of my department.

At this time, my staff comprised some twenty-three people. The new offices were divided into a private office, 10′ x 15′, a waiting room, 10′ x 15′ and an outer office, 20′ x 25′ in size.

About this time, it was decided to open a Movie Theatre on the top floor of the building, adjoining the grocery department. This theatre was known as the "Paquetorium," and every purchaser of a dollar's worth of groceries was entitled to one free ticket. It was run as an advertisement pure and simple, and as such was placed under my care. The chart illustrated shows the complete organization much more clearly than any description could possibly do.

To successfully manage such an organization it was necessary to formulate a definite plan of routine for every member of the staff. This plan was typewritten, and each one was given a copy of his of her routine, in order that there might be no confusion in the work, obviating any possibility of dispute.

For myself I laid out the following plan, which was headed "Routine of the Advertising Manager":

Morning—Opening the 8 o'clock mail addressed to the Advertising department; stamping letters with date received; dictating replies; stamping letters with date answered.

Marking condition of mail order department, on graphic chart, from cashier's daily sales report; sending chart to general manager.

Planning window displays for following day; filling out individual order forms for window trimmers; examining daily reports received from window trimmers; filling out daily statement for general manager, showing orders issued re goods coming out of and going into windows.

Reading mail order letters of complaint, dictating replies; cal-

culating mail order sales for the month to date; approving cash slips for purchases made outside to fill mail orders.

Receiving solicitors and visitors.

Approving proofs of daily ads corrected by stenographer.

Opening 11 o'clock mail addressed to advertising department; dictating replies, signing advertising and mail order correspondence.

Approving drawings and cuts for catalogues and newspaper ads; instructing stenographer as to disposal of same.

Afternoon — Checking invoices with order sheets and entering amounts on card index cards; approving and returning accounts to office manager.

Opening 2 o'clock mail addressed to advertising department, dictating replies.

Making daily trip through the store and consulting department buyers.

Selecting items for daily ad from copy supplied by department buyers on regular forms; choosing cuts; laying out dummies; dictating daily ad direct to typewriter.

Receiving solicitors and visitors.

Opening 4 o'clock mail addressed to advertising department; dictating replies.

Checking gross sales reports for previous day with those of corresponding day last year, calculating gross sales for the month to date for each department; noting the departments falling behind; filling out regular form showing departments in need of advertising; handing this form to stenographer for making out requests for copy, to be distributed to department buyers.

Reading over typewritten copy of daily ad for tomorrow's papers.

Signing advertising and mail order correspondence dictated during afternoon.

Reading daily ad in evening papers and comparing values with those of competitors.

Evening—Reading trade journals and advertising publications; working out plans for future sales; studying ads and literature of foreign houses; searching for ideas on systems and labor-saving devices; preparing booklets, circulars and catalogues.

Correcting proofs at newspaper offices for extra special sales or openings.

The routine of the chief correspondent was also interesting. Her plan was as follows:—

Instructing addressing clerk re proper cuts and copy to take to the various newspaper offices each morning.

Noting addresses on mail received in advertising department; distributing mail to proper parties.

Sending carbon copy of tomorrow's ad to department buyers.

Taking dictation from advertising manager.

Making out requests for copy on regular forms, from information received from advertising manager; distributing request forms amongst department buyers.

Checking copy forms received from department buyers before

handing over to advertising manager.

Keeping all stationery and printed forms for advertising department; ordering fresh supplies when necessary.

Filing orders and advertising correspondence.

Correcting all proofs; submitting corrected proofs to advertising manager.

Keeping track of the weather and filing daily weather reports for future reference.

Making dummies for daily ad when necessary.

Rewriting department buyers' copy when necessary.

Answering telephone and calling party asked for.

Keeping card index accounts of space used in each paper; checking up advertising charges to the various departments; sending weekly statements to general office.

Routine for the filing clerk:—

Clipping ads from previous day's papers and pasting in scrap book.

Calculating cost of advertising charged to departments and keeping card index account of same.

Checking up cuts returned from newspapers with ads pasted in scrap book; marking "cuts returned" under each ad when all cuts are received; notifying newspapers when any cuts are missing.

Checking mail order ads with copy orders.

Keeping record of results from mail order advertising, on regular card index form. Clipping and pasting daily weather reports on blank cards; handing these cards to chief correspondent for classification and filing.

Filing cuts in cut cabinet and keeping them in proper order; reporting all broken or damaged cuts to chief correspondent.

Answering telephone in the absence of chief correspondent.

Routine of the addressing clerk:—

Addressing all catalogues, circulars, etc., for mail order department.

Making stencils for new names; keeping stencils in proper order in stencil cabinet.

Calling at post office for mail; taking mail to post office.

Keeping reserve stock of cuts not required for daily ads.

Making up parcels of cuts, dummy and copy for all daily newspapers; taking these parcels around to newspaper offices every morning.

Doing errands for advertising manager.

Routine of the mail clerk:—

Receiving and opening all mail order letters; checking the amount enclosed with the letter or order; attaching signed memo slip to each letter, showing date received, name, address and amount enclosed; numbering each letter in order as received; stamping date received on all letters; turning over all letters, orders and cash to cashier.

Stamping date answered and filed on all letters.

Stamping date filled on orders.

Marking on orders the number of the mail order buyer to whom each order should be given by cashier after checking.

Keeping prospect list and adding names of all requesting catalogue.

Keeping tally sheet showing number of enquiries or orders received from each mail order medium used.

Sealing and stamping all outgoing correspondence.

Assisting with mailing of catalogues

Routine of the cashier:—

Receiving all letters containing remittances from mailing clerk; checking amounts enclosed with letters and orders.

Entering letters received in letter register; entering amounts received in cash book, from information given on memo slips attached to letters.

Distributing letters and orders to buyers whose numbers appear on same.

Cashing all money orders at general office.

Balancing cash every day.

Making out daily cash balance sheet for advertising manager.

Making out daily and monthly sales reports for advertising manager.

Receiving buyers' memo slips from packers after goods are checked; turning these slips over to stenographer for notice or reply.

Keeping all cash and stamps and turning over cash to general office every evening.

Assisting with mailing of catalogues.

Routine of mail order filing clerks:—

Filing all correspondence.

Making out white cards for new customers and entering all orders received on proper cards showing sales to each individual customer; keeping blue cards showing number of customers in each division or county, with total amount of purchases.

Furnishing addressing clerk with list of new names received each day.

Buying goods outside for orders which cannot be filled from stock.

Assisting with mailing of catalogues.

Routine of Sample clerk:—

Keeping a stock of samples of dress goods, and other materials, and removing all samples of goods sold out as soon as notified by department buyer.

Filling all orders for samples.

Keeping all M. O. stationery and forms.

Sending out special literature or booklets asked for.

Assisting with mailing of catalogues.

Routine of M.O. buyers:—

Buying goods in the store for mail order customers.

Making out buyers' memo slips in duplicate, showing purchases made for each customer, one slip going to the customer and the other to the cashier.

Obtaining information on signed slips from department buyers, re letters to be written by stenographer relating to orders; turning over these signed slips to chief correspondent.

Stamping all sales checks with M. O. stamp.

Assisting with mailing of catalogues.

Routine of the packers:—

Checking all goods with buyers' memo slips; checking measurements of garments with order blanks.

Weighing parcels and affixing stamps for those going by mail; pasting express stickers on small parcels going by express.

Keeping shipping book, showing amount of orders and amount of express charges or postage.

Keeping goods, which have not been fully paid for, in bins one month—then returning to department from which they were received.

Receiving any goods returned from customers; handing such goods over to M. O. buyers to be returned to proper department.

Furnishing cashier with daily report showing shipments and transportation charges.

Assisting with mailing of catalogues.

A great variety of printed forms were required to operate this system. A description of these forms would require a special article to itself. Every form was tried out before being adopted. Nothing was retained which might prove cumbersome, or which did not actually save time and labor.

In a coming issue I hope to deal with some of the more valuable forms referred to above, and to show illustrations of the various cards used in my card index system.

THE MONTH'S REVIEW OF GOOD ADVERTISING LITERATURE

Some of the Good Things Which Have Come to the Editor's Desk

WE acknowledge receipt of a copy of the Massey-Harris Co.'s new catalogue of gasoline engines. This catalogue, size 6½ x 9¼ inches, and containing 48 pages and cover, is attractively printed throughout in two colors, with colored frontispiece in red, green and black. The cover is printed in three colors, red, black and gold, on a substantial cover stock in brown, and heavily embossed. The matter is well written and the illustrations are all good. This is a catalogue which should result in good business for the Massey-Harris Co.

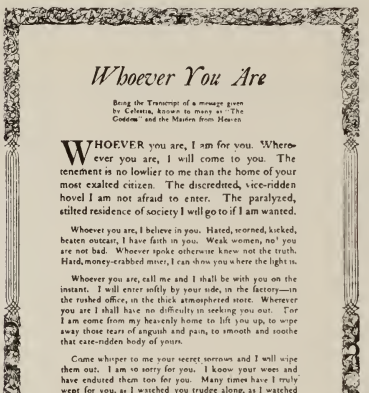
* * *

The *Globe*, Toronto, sends us a very interesting booklet dealing with commercial conditions in Ontario, as revealed by an inquiry conducted in representative towns by a member of the *Globe* staff. This booklet also contains convincing arguments regarding the *Globe's* position as an advertising medium. Printed throughout on buff stock, in brown and red with attractive cover, size 4 x 9 inches, this book will be appreciated by every advertising man who is fortunate enough to receive it. The information showing how the small towns of Ontario have stood up under the war conditions is particularly useful to every man who is planning an advertising campaign.

RECENT ADS—GOOD AND OTHERWISE

By The Captious Critic

THE popularity of serials in the realm of motion pictures is responsible for some exceptionally good advertising along this line. The new serial, "The Goddess," was recently introduced to Toronto by means of one of the most remarkable advertisements ever published, — the advertisement reproduced, entitled "Whoever You Are." This was the first



Whoever You Are

Being the Transcript of a message given by Celestia, known to many as "The Goddess" and the Maiden from Heaven

WHOEVER you are, I am for you. Wherever you are, I will come to you. The tenement is no lowlier to me than the home of your most exalted citizen. The discredited, vice-ridden hovel I am not afraid to enter. The paralyzed, stilted residence of society I will go to if I am wanted.

Whoever you are, I believe in you. Hated, scorned, kicked, beaten outcast, I have faith in you. Weak women, no! you are not bad. Whoever spoke otherwise knew not the truth. Hard, money-crabbed miser, I can show you where the light is.

Whoever you are, call me and I shall be with you on the instant. I will enter softly by your side, in the factory—in the rushed office, in the thick atmosphered store. Wherever you are I shall have no difficulty in seeking you out. For I am come from my heavenly home to lift you up, to wipe away those tears of anguish and pain, to smooth and soothe that care-ridden body of yours.

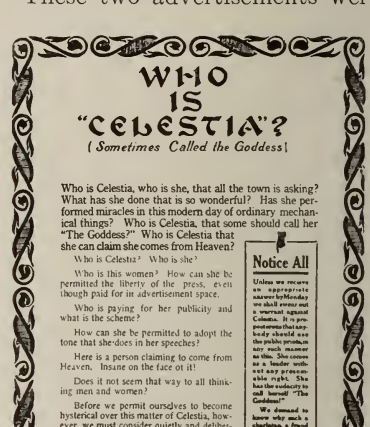
Come whisper to me your secret sorrows and I will wipe them out. I am so sorry for you. I know your woes and have endured them too for you. Many times have I truly wept for you, as I watched you trudge along, as I watched you fall to troubled sleep.

Open the portals of your heart, and let me step in.

My voice is lifted for you, wherever you are.

gun in the campaign and might almost be mistaken for a particularly clever church advertisement. If the churches could only be induced to advertise in this way, the response would be overwhelming. The second advertisement in this series, entitled, "Who Is Celestia?" was a curiosity arouser, pure and simple, and called attention to the first advertisement in a manner that could not fail to put every reader on the watch for future developments.

These two advertisements were



WHO IS "CELESTIA"?

(Sometimes Called the Goddess)

Who is Celestia, who is she, that all the town is asking? What has she done that is so wonderful? Has she performed miracles in this modern day of ordinary mechanical things? Who is Celestia, that some should call her "The Goddess?" Who is Celestia that she can claim she comes from Heaven?

Who is Celestia? Who is she?

Who is this woman? How can she be permitted the liberty of the press, even though paid for in advertisement space.

Who is paying for her publicity and what is the scheme?

How can she be permitted to adopt the tone that she does in her speeches?

Here is a person claiming to come from Heaven. Insane on the face of it!

Does it not seem that way to all thinking men and women?

Before we permit ourselves to become hysterical over this matter of Celestia, however, we must consider quietly and deliberately, all that this means.

Let us solve this mystery at once!

Notice All

Unless we receive an appropriate answer by Monday we shall forever cast a warrant against Celestia. It is preposterous that anybody should use the public press, in any such manner as this. She comes as a leader without any presentable right. She has the audacity to call herself "The Goddess!"

We demand to know why such a charlatan, a fraud and an imposter should be allowed to play on the credulity of our citizens.

—SILAS BLACKMORE
President
Of the Society for the Prevention of Fraud.

followed by attractive copy, calculated to fill the theatre to capacity at every performance.

* * *

The ad for Mennen's Shaving Cream dominated the page on which it appeared. This ad strikes me as being particularly strong. The broken border effect with its heavy catch-line compels attention and drives in a thought. This thought is strengthened and intensified by the double question, "Will it be a pleasure?—or will it be torture?"

The illustrations of the package and the shaving brush covered

with lather tell a story all their own, and the small talcum powder ad in the box near the bottom is an appropriate and timely afterthought.

Two million Canadians will shave to-morrow
Will it be a pleasure?—or will it be torture?
MENNEN'S SHAVING CREAM
How to prove these facts
Send 10c for trial tube—TO-DAY

This advertiser, it is said, has recently increased Canadian sales tremendously, as a result of good advertising and dealer co-operative work.

* * *

Fakers and Crooks

THE

EVENING STAR

WASHINGTON'S

Great HOME Newspaper

and Advertising Medium, makes every effort to bar fakers and crooks from its advertising as well as news columns. Fakers are not helped to exploit their wares on an unsuspecting public.

If suggestion is a force to be reckoned with in advertising, the ad of the Washington *Evening Star* appears to be most ill-advised. At first glance the mind is inevitably impressed with the connection between "Fakirs and Crooks" and this particular newspaper. The object of the ad, of course, was to show that this connection did not exist. Negative suggestions are generally pretty safe things to avoid in all advertising, and if the impression received from a cursory glance is unfavorable, the copy should be changed. Publishers have a reputation for being the worst advertisers in the business, in spite of the fact that advertising is their main source of revenue. The specimen in question would go to show that this reputation is fairly well deserved, at least on the other side of the line.

* * *

By way of comparison with the last advertisement, it is inter-

esting to note the specimen reproduced, which was run by the Montreal *Gazette*. Readers of the *Gazette* are being educated up to studying and responding to advertisements in that publication. This is good advertising for any publisher, as it cannot fail to make the advertising space more profitable to advertisers, with the natural result of increased profits to the publisher.

* * *

"Give the children the benefit of modern ideas in underwear," if you will—but why not at the

Give children the benefit of modern ideas in underwear
Don't put old-style uncomfortable bothersome underwear on them. Watson's Children's Union Suits are made expressly for little folks' comfort and convenience.
OLD STYLE
NEW STYLE
They are snug fitting, neat and comfortable. Made according to the Klosed Krotch idea that the grown-ups esteem so highly.
The fabric? Spring Needle Rib — uniform, elastic, smoothly finished, good for wear.
Fit the youngsters out with
WATSON'S
Klosed-Krotch
COMBINATIONS
We also make Waists, Vests, Drawers, Bloomers and a full line of Infants' Goods in all fabrics.
Ask your dealer.
THE WATSON MFG. CO., LTD.
Brantford - Ontario
OLD STYLE
NEW STYLE

same time give them modern ideas in advertising? The time-worn method of presenting the "old style and the new" is worked out in this Watson Underwear ad in a manner that is calculated to make anything but a favorable impression. If the little girl at the bottom, on the left, is unaware of her appearance, some kind friend ought to tell her. It is, to say the least, *most unkind* to print her picture in the public press. There is nothing either artistic or convincing about this advertisement, and it takes quite a mental effort to figure out just what the illustrations mean. The copy doesn't tell you how to avoid the embarrassing situation depicted in the lower illustration, and the illustration itself shows neither good judgment nor good taste.

An empty box car will beat a Packard running down hill, it's only when you start them going the other way that you find out which has the most power.

* * *

It's good business, when you haven't much in your head, to swell up and draw attention to your scarf pin.

* * *

A "pogonotomist" is a man who shaves himself. You will generally find that the fellow who uses a word of six syllables to describe his "profession" is a barber or a corn doctor.

* * *

It's easy to be an optimist when you're selling goods—it's the buyer who needs to have the pessimism taken out of him.

* * *

When a man's right he can afford to keep his temper—when he's wrong he can't afford to lose it.

MEN AND MEDIA

THE Toronto Daily *News* announces recent changes in management, as well as material improvements in the contents of the paper. Sir John Willison continues as Editor-in-chief; Mr. C. Lesslie Wilson is now general manager; Mr. E. L. McArthur is advertising manager. Expenditures for authentic news and special features are now being made on a notably liberal scale. The eminent character of the editorial page and editorial contributions is being maintained. The special correspondence of the Daily *News* on timely matters from every quarter of the world has already become noteworthy.

* * *

R. H. Macdonald, of the Moose Jaw (Sask.) *Times*, has been appointed private secretary to the Minister of Public Works for Manitoba.

* * *

J. A. Fortier has been appointed censor of the French-Canadian press and assistant to Major C. E. J. Chambers, chief press censor, Montreal. Mr. Fortier has been the representative of *La Patrie* in the press gallery for some time.

* * *

Thos. R. Elliott, of the London (Ont.) *Free Press*, was recently married to Miss Ina Blair Welsh, of Lurgan, Ont.

* * *

The *People's Post*, a monthly pro-German paper published at Indianapolis, has been excluded from the Canadian mails.

H. R. Gordon, formerly of the Toronto *Star*, has received a commission as lieutenant in the 3rd Battalion. He served through the battle of St. Julien and was picked by his commanding officer to qualify for a commission.

* * *

Ten men from the staff of the Moose Jaw (Sask.) *News* have enlisted for active service since the war started. The last three to go are Joe Walker, Stanley McMillan and Sydney Fouracres.

* * *

A. L. D. Pick, of the Ottawa *Journal*, is the eighth *Journal* man to enlist. Mr. Pick has joined the seventy-seventh.

* * *

L. F. Kipp has been appointed city editor of the Montreal *Herald*, to replace Mr. Jas. Armstrong, who left recently to become city editor of the Ottawa *Free Press*. Before leaving for Ottawa Mr. Armstrong was presented by his colleagues with a purse of gold in token of their appreciation.

* * *

W. A. Moore, Stratford, Ont., well known manager of the Canadian Railway News Company, died recently in Stratford.

* * *

Herbert C. Clegg, formerly editor of the Moose Jaw (Sask.) *Times*, died recently at Rockdale, England, at the age of 32 years, Mr. Clegg was well known in the West, having served on the Winnipeg *Telegram* as well as on the Moose Jaw *Times*.

Gordon Rutledge, formerly manager of the Winnipeg office of the MacLean Publishing Co., has come to Toronto as manager of *Men's Wear Review*.

* * *

Irving E. Robertson, son of J. Ross Robertson, proprietor of Toronto *Telegram*, and himself of the staff of the *Telegram*, is recovering from a severe illness.

* * *

J. L. Middleton has opened an office at 59 Yonge St., Toronto. Mr. Middleton will represent *Motor and Sport*, also the *Canadian Thresherman* and *Farmer*, both of Winnipeg.

* * *

It is stated that Joseph Martin may resurrect the Vancouver (B.C.) Evening *Journal* for the forthcoming elections.

* * *

The following item appeared in the September 18th issue of the *Fourth Estate*, New York: "Unless *La Patrie*, of Montreal, consents to publish an apology for an article which appeared in its editorial page on August 27th, against Mayor Martin's policy, the apology to be printed in heavy black type on the front page of the paper during a whole week, an action for libel will be taken at once by Mayor Martin. The Mayor, when making the above statement at the meeting of the board of control, remarked, 'I'm getting tired of being called a thief and robber and I'll put a stop to it.' Mayor Martin has valued his honor at $100,000, the amount he has instructed his lawyer to claim if he does not get satisfaction."

It is proposed to enact a new by-law in Regina (Sask.) that will provide for the licensing of all newsboys in the city. Each licensee will be required to wear a badge for purposes of identification.

* * *

The following Canadian newspaper men are now in training for overseas service:—Roy Buchanan, Lethbridge (Alta.) *Herald;* W. G. Honeyman, Manor (Sask.) *Advocate;* Herbert Eastbury, Toronto *Globe;* N. A. Miller and Arthur Relyea, Perth (Ont.) *Expositor;* Robt. Summers, Smith's Falls (Ont.) *News;* Harry B. Kidd, Halifax (N.S.) *Herald;* E. W. Earle, MacLean Pub. Co., Toronto; J. M. Fairlie, Wiarton (Ont.) *Record;* Carl Krane, Kingston (Ont.) *Standard;* Joseph O'Neil, and Sidney Summerlin, Hamilton (Ont.) *Spectator*, Vernon MacKenzie, Ottawa (Ont.) *Journal*.

* * *

E. J. Hoover, advertising manager of the Winnipeg *Free Press* has been in the East for some time visiting *Free Press* advertisers and others.

* * *

G. H. Tyndall, advertising manager of the Regina *Leader*, called on us while in Toronto, on his recent visit to Toronto and Montreal.

* * *

M. J. Hutchinson, business manager of the Edmonton *Bulletin*, was in Toronto for the Canadian Press Association convention. Mr. Hutchinson was formerly advertising manager of the Regina *Leader*, and is well known in Ontario, having

previously been connected with the MacLean Publishing Company of Toronto.

* * *

Edgar J. Guy, Toronto representative of several large Western newspapers, is taking a trip through the Western Provinces and British Columbia, calling upon his newspapers and collecting general information regarding present conditions in the West.

* * *

The *Gaelic American* and the *Irish World*, both weekly papers published in New York, have been prohibited from entering Canada. Anyone found with these papers in his posession is liable to a fine of $5,000 or five years imprisonment.

* * *

Sir Mackenzie Bowell, who for eighty years has been, and still continues to be active in the management of the Belleville, (Ont.) *Intelligencer*, is the sole survivor of those who were present at the inaugural meeting of the Canadian Press Association, 57 years ago.

* * *

The *Maple Leaf Magazine*, published by the Canadian Record Office, appeared in London (Eng.) on Sept. 16th. This magazine contains information regarding the Canadian Force and special articles. It is edited by Sergeant Crean and is sold at one shilling, for the benefit of the Canadian Force's Tobacco Fund.

* * *

Fred Gorman, proprietor of the Sarnia (Ont) *Observer*, has been appointed commander of the 70th Overseas' Battalion, with the rank of major. Major Gorman was through the South African War.

* * *

Maurice Arby, a member of the Canadian Parliamentary Press Gallery, who went to the front to serve in the French Army, was injured by the explosion of a German shell which killed his horse.

* * *

The Windsor (Ont.) *Record* issued a Dollar Day Edition on September 15th, containing 24 pages and printed on green paper. Fully two-thirds of this issue consisted of "Dollar Day" advertising.

* * *

Campbell Duncan, formerly of the Toronto *News* and now city editor of the Nelson (B.C.) *News*, was married recently to Miss Gladys Noxon.

* * *

Wm. Kearns is advertising and circulation manager of the British Columbia *Western Catholic*, which paper was recently purchased by Jno. D. Kearns from the former owner, Archbishop Casey. This paper continues to be the official newspaper of the Catholic Church in the province of British Columbia.

* * *

Geo. R. Munn, formerly editor of the Carberry (Man.) *News*, was recently killed in South Vancouver (B.C.) by a motor cycle.

* * *

Irving Johnston, of the Montreal *Herald*, has obtained a provisional

lieutenancy in the Grenadier Guards.

* * *

W. E. Collier, of the Montreal *Mail*, has secured a commission in the 60th Regiment.

* * *

Jas. Anand, formerly on the advertising staff of the Toronto *Star*, who was present at the Battle of Ypres, has been promoted to the rank of lieutenant.

* * *

It is reported that Gerald Minnis, formerly of the Victoria (B.C.) *Colonist*, has been wounded.

* * *

Capt. Ralph Farrar Markham, formerly of the Brandon (Man.) *Sun*, was killed in action on August 19th. Before enlisting Capt. Markham was engaged in the advertising business on his own account in Vancouver. He was about 35 years of age and a veteran of the South African War.

* * *

Ernest Weld, son of John Weld, publisher of the London Farmers' *Advocate*, has come to Toronto for that publication.

* * *

Bert Howard has joined the staff of the Winnipeg *Free Press*. He was formerly with the Moose Jaw (Sask.) *Evening Times*.

* * *

B. J. Rae, of Woodstock, has started a printing plant of his own, having severed his connection with the Woodstock *Sentinel-Review*.

* * *

A. Anderson, formerly of the Port Arthur (Ont.) *Daily News*, is now with the Brandon (Man.) *Sun*.

E. D. Lunn, formerly of the Valley City (N.B.) *Times-Record*, has taken over the Mayville *Tribune-Farmer*.

* * *

Rev. Dr. Burke, formerly editor of the *Catholic Register*, Toronto, has gone to France as chaplain. He has been succeeded by J. A. Wall, K.C., of Antigonish, N.S. Mr. Wall has moved to Toronto.

* * *

The W. F. Long Co., New York, has been appointed foreign advertising representative of the Sherbrooke (P.Q.) *Record* and the Moncton (N.B.) *Times*.

* * *

It is stated that a single column, 120-line advertisement, in the Halifax (N.S.) *Evening Mail* resulted in the sale of 1,570 pineapples in five hours. This is at the rate of five a minute.

* * *

A new weekly newspaper called the *North End Bulletin*, in the annex of Montreal, is published from 1696 Clarke street, and sells at one cent a copy.

* * *

C. T. Trueman has joined the staff of the St. John (N.B.) *Globe*.

* * *

Victor Cavers, son of Chas. Cavers, a former well known newspaper man, has joined the staff of the Montreal *News*.

* * *

C. F. Charbonneau and Michael Hargadon have joined the staff of the Montreal *Mail*.

* * *

W. F. Williams and Cecil Markham have gone to the St. John

(N.B.) *Standard* as city editor and reporter respectively.

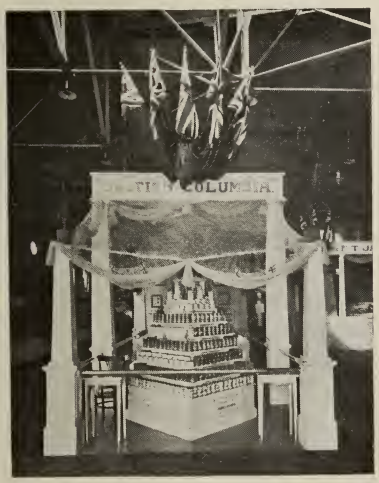
* * *

B. H. Bramble, advertising manager of the Goodyear Tire & Rubber Co., Toronto, was married on Wednesday, October 6th, to Miss Mabel Fuller. On the eve of his marriage a number of Mr. Bramble's intimate friends tendered him a dinner at the Albany Club.

* * *

The Post Office Department has imposed a censorship on all mail matter from the United States and other foreign countries, addressed to Canadian newspapers or members of their staffs.

* * *



This illustration shows the exhibit of the British Columbia Salmon Packers' Association, at the Canadian National Exhibition, Toronto. This display was arranged under the supervision of Norris-Patterson, Limited, Advertising Agency.

(*Continued from Page 1*)

advertisements have won the favor of these people before they left home.

BRANTFORD is the centre for Brant county—one of the smallest counties in Ontario. It is a rich, mixed farming district typical of the rich rural districts covered so adequately by EVERYWOMAN'S WORLD.

In the city of Brantford EVERYWOMAN'S WORLD has 286 paid-in-advance subscribers in addition to its considerable news stand sales. For the county of Brant we number 789 full price, paid-in-advance subscribers. Here you see the greater field reached by EVERYWOMAN'S WORLD—a field opened and developed so well by this great home magazine.

FOR Canada the figures are as follows:

	Paid in advance subscribers	Percent of total circulation
Cities above 100,000....	10,628	10.3 %
Cities above 50,000....	4,810	5.91%
Cities above 10,000....	7,857	9.65%
Cities above 5,000....	1,870	2.29%
Towns and rural places below.....5,000	56,222	69.08%
Total.....	81,387	(Sworn)

According to the census figures for 1911 it appears that EVERYWOMAN'S WORLD reaches about one in every tenth English-speaking good home throughout Canada. In the rural and small-town sections EVERYWOMAN'S WORLD reaches approximately one out of every eight English-speaking good homes.

(News stand sales in all the large important centres not included in foregoing).

WHAT relates to Brantford and Brant county as a market, reached so directly and so efficiently for you by EVERYWOMAN'S WORLD, applies to all other centres throughout Canada, as our detailed statement of circulation shows. These rich rural districts and small towns afford you your best and only really good market this year, and this is reflected in the business carried by EVERYWOMAN'S WORLD, as you will see in the October and November issues.

ASK your agency, or write to us for further information, about this grand, good market. Plan to get your share of the business that awaits you here by having your advertisement in generous space in our special Christmas December number and in every issue of

Everywoman's World
"Canada's Great Home Magazine."

Louis Laravee has joined the staff of the Montreal *News*.

* * *

Abel Vineberg is now with the Montreal *Gazette*.

* * *

A new weekly paper, known as the *Budget*, has recently appeared in Montreal.

* * *

Jno. Sullivan, formerly the special representative in New York of a number of Canadian publications, is now in charge of the Research and Data Department of the Association of National Advertisers.

* * *

Jno. A Davis, of the Quebec (Que.) *Chronicle*, was married recently and spent his honeymoon in Western New York.

* * *

Under the direction of W. B. Burgoyne, proprietor of the St. Catharines (Ont.) *Standard*, the ladies of the city are devoting three weeks to preserving peaches for the boys at the front. It is expected that from 10,000 to 15,000 jars of fruit will be put up and dispatched by October 15th.

* * *

Readers of the Windsor (Ont.) *Record* are kept well informed on war news. Three members of the staff are in Europe, one in France, one at Shorncliffe, and one at the Dardanelles.

* * *

The Governor-General has issued a proclamation, by order of the Privy Council, regulating the censorship of Canadian newspapers.

Under the regulations all publications are made responsible to the secretary of state, who is authorized to send a representative at any time to visit a printing establishment and to enforce his judgment absolutely as to the publication of news.

* * *

J.B. Robinson has been appointed Advertising Manager of *Canadian Farm*, to succeed Mr. A. M. Orme who has gone to New York.

* * *

The plant of the St. Thomas *Journal* was destroyed by fire recently. For the present, the paper is being printed by the St. Thomas *Times*.

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Business-Getting Circulation

A circulation that grows steadily with the city because the paper appeals to the citizens of the city—

A circulation, that, is but the desire of the citizens for the paper they like, and which has never been influenced by the offer of premiums or similar methods—

A circulation, that, in Toronto goes to one in six of the population and equals the similar circulation of any other two daily papers—

—that is the circulation of

THE EVENING TELEGRAM IN TORONTO

Daily Average, Week Ending Sept. 25th, 1915
Total - - 85,968 In Toronto - - 79,957

BROCKS BIRD SEED
DICK'S OWN CHOICE
BROCKS
BIRD
SAWMILL MACHINERY
This concern has been making sawmill machinery longer than anyone else in Canada. The experience gained is built into every piece of machinery we turn out, a fact appreciated by most of the largest lumbering companies. We can give you exactly what you need, when you need it.
Literature upon request
Both Mill
WM HAMILTON COMPANY LIMITED PETERBOROUGH ONT.
BROCKS BIRD SEED

A Lesson In Enterprise

YES, enterprise indeed . . . the proprietor of a Bird Seed and the manufacturer of Heavy Machinery—products as wide apart as the poles—both showing a lively faith in newspaper advertising.

And it pays!

It *is* paying—because the newspaper reaches everybody. It reaches the owner of the factory, the purchasing agent, the young clerk in the office, and the mechanic himself. It reaches the wife, the bird fancier and the boy-lover of birds.

And it reaches them not as an aggressive salesman, placing them on the defensive, but in the form of independent news, and at a time when they are tolerant of appeal.

Yes, of course, there is "waste circulation"—lots of it, but the "end justifies the means"—*and the cost.*

Mr. Manufacturer, is your product stranger than Bird Seed or rarer than Saw Mill Machinery? If it lies between such articles, you, too, can use the newspapers to advantage, and we shall be pleased to show the way.

J. Walter Thompson Co.

Limited

Advertising Agents

Lumsden Building, Toronto

Phones: Main 329 and 330

Economic Advertising

A Monthly Magazine for Canadian Advertisers

VOL. 8 — NOVEMBER 1915 — NO. 11

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Good Company

All these well-known advertisers, and many others not represented here, speak in the highest terms of

Norris-Patterson Advertising Service

We point with pardonable pride to the fact that we enjoy their confidence and have assisted in the solving of their advertising problems. May we render *you* a similar service? A request for details will in no way obligate you. Write, phone or call.

Norris-Patterson, Limited
Advertising Agency
MAIL BUILDING TORONTO

PHONES ADE. 2231
ADE. 2232

The Buyers You Want in Canada

An Advertisement by Chas. C. Nixon

THERE are three outstanding facts regarding the circulation of EVERYWOMAN'S WORLD that you will do well to bear in mind:

1st: More than 81,387 Canadian women subscribe to it annually, paying the full subscription price for a year in advance.

2nd: These subscriptions are all strictly net,—not a rebate, premium, or other inducement being offered to the subscriber,—she buys EVERYWOMAN'S WORLD because of the outstanding value of the magazine itself and its appeal to her as a Canadian.

3rd: The painstaking, systematic direction of EVERYWOMAN'S WORLD'S thoroughly equipped subscription organization from the company's central offices has secured in each and every centre the most well-to-do and influential families as subscribers.

The latter statement is amply supported by the fact that many of the largest advertisers on the continent have proven EVERYWOMAN'S WORLD to be the foremost merchandising medium in Canada.

The people who gladly pay $1.00 a year in advance for EVERYWOMAN'S WORLD are a purchasing class and so are ready buyers of the products that meet their needs.

These people are the buyers you need in Canada.

If you were choosing homes to which to send your own house-organ, or mail sales matter, you would want to approach the very people in each community whom we have secured as subscribers and readers of EVERYWOMAN'S WORLD.

Our sales organization, adapting to Canadian conditions the methods that have built up the large circulations of America's great magazines, have in EVERYWOMAN'S WORLD provided Canadian advertisers with a circulation that is truly national.

Each county, each village, each town, each city, has its EVERYWOMAN'S WORLD subscription representatives who look after the renewals and secure new subscriptions to EVERYWOMAN'S WORLD.

All of the advertising placed by our Circulation Division has been aimed at interesting men and women who would agree to introduce copies of EVERYWOMAN'S WORLD to the leading and most influential homes in their neighborhoods to which we direct them.

We teach every subscription representative of EVERYWOMAN'S WORLD to strive to lead his list of actual and prospective subscribers with the names of the leading people in the community. It is only a step from showing the magazine to obtaining an annual subscription.

To date more than 16,570 men and women have actually acted as subscription representatives for us

This Everywoman's World advertisement is concluded on page 40.

THIS cow brought $425.00 at A. Kennedy & Son's sale. The entire herd of 60 head, including a number of calves and yearlings, was sold at an average of $152.40. Mr. Kennedy used a total of 540 lines in three issues of CANADIAN FARM. He writes:—

CANADIAN FARM, Toronto, Ont.

Dear Sirs,—Please find enclosed money order for $64.80, as payment for advertising in your paper.

We will send you a report of our sale in a day or so. Our sale was one of the best ever held in the Province, and if we were going to have another sale to-morrow, we would use your paper for advertising.

Yours truly,
(Signed) A. KENNEDY & SONS,
R. R. No. 2, Paris, Ont.

This not only illustrates the Pulling Power of CANADIAN FARM circulation, but also the Buying Power of CANADIAN FARM Subscribers.

For the past two years the circulation department of

Canadian Farm
A WEEKLY AGRICULTURAL JOURNAL FOR THE DOMINION

has operated on several well defined principles. These are brought out by the Audit Bureau of Circulations' audited report. Let us tell you about them.

Latest Audited A.B.C. Report

will be sent to all interested advertisers, whether members of A.B.C. or not.

THE FARM PRESS, LIMITED
181 SIMCOE STREET TORONTO

Economic Advertising

Published in the interests of " more and better advertising "

Subscription Price, $1.00 per year, 10 cents the copy.

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

	Per Year		Per Year
Front Cover	$500.00	2nd Cover	$225.00
Back Cover	300.00	3rd Cover	225.00

Condensed Rates, 3 cents a word ; Minimum, One Dollar.

NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto

Vol. 8. Toronto, November, 1915 No. 11

STRAIGHT TALKS

WHAT IS GOOD ADVERTISING

ONE reason why good advertising is so difficult to define is because much that is severely criticized and condemned by so-called "experts" is often productive of surprisingly good results.

Yes—I know that is no reason why the results should not have been better if the advertising had been different—I'm not even attempting to defend the policy of those successful advertisers whose advertising efforts are sometimes the subject of indignant comment on the part of those who ought to know.

The fact remains, however, that those advertisers *are* successful.

And it's pretty hard to convince a man, whose advertising is paying, that there is something radically wrong with the copy.

He will probably tell you that he knows his own business best —or will be too busy to discuss the matter at all.

And so the pages of our great Canadian dailies, weeklies and monthlies, continue to show us "horrible examples" of modern publicity, and these same "horrible examples" are occasionally exhibited before Ad Clubs, and other gatherings of studious and earnest young men, which in turn results in sales by the advertiser to the very students of advertising who are told

VISITS 27,000 HOMES EVERY DAY

There is no institution so valuable to the advertiser as the family. That is why

The Hamilton Spectator

is such a big result getter. It is Hamilton's most influential Home paper. The Spectator is read by the housewife, the actual buyer for the family. She has confidence in it, and this same confidence results in a high degree of responsiveness for advertisers. The Spectator can sell your goods in Hamilton if given the opportunity.

HARD TIMES

will soon pass—the Western Farmer will soon have all kinds of cash—he won't keep it—he will buy some person's goods. Will it be yours?

It will be if you tell your story in the

MORNING ALBERTAN

CALGARY

ASK YOUR AGENCY FOR RATES.

that this style of advertising, or that sort of copy, never would—nor should—nor could—sell a dollar's worth of goods. But it does!

That's why advertising, as a science, is having such "a hard row to hoe." Results count, you know, and as long as a very improbable rocking horse, surmounting a quite impossible sonnet on the subject of airships, continues to sell soap, or corsets, or dog biscuits to an intelligent public, just so much longer will the advertising fraternity have to await the advent of the new science of advertising.

"All things come to him who hustles while he waits" so, meanwhile, nothing need prevent us from learning what constitutes the best advertising, or from preaching the gospel of good advertising to all who care to hear.

QUOTING PRICES IN ADVERTISING

THE price-magnet is a powerful factor in advertising, especially for the retailer. And yet there are still a few retail advertisers who print a miscellaneous list of the goods in stock, with never a hint of the price.

Talk of quoting prices to these fellows and, if you are not a stranger, they'll soon put you right. "What! Give all the other stores a chance to cut our prices? Not much! We're not in business for our health! We know when to make a profit and when to take a loss. Time enough to talk price when the season is past."

What is an advertising man to do with a case of this kind? Nothing—absolutely nothing! What he generally *does* do, is to slap the merchant on the back, laughingly agree with him, and make a pleasant getaway.

SUPPOSIN' A CASE

BUT just suppose one of these advertisers should listen to reason—suppose he should let a *real* advertising man prepare and place a line of *good* copy—what would be the result?

His advertising would occupy the same space as before, perhaps, but how different the appearance! Instead of a series of zigzag lines of names there would be a collection of neat little blocks of type. Each block would have its heading in display—and its price in two-line, black-face type.

An attractive illustration, or two, would lend interest to the leading items. A short introduction would surmount the harmonious whole—a neat border would enclose the advertisement. Immediate result—a definite demand for the specifically advertised articles, and the beginning of a popular interest in the store. Ultimate result—steadily increasing business, directly traceable to the advertising.

The London Free Press

Western Ontario's Foremost Newspaper
Member Audit Bureau of Circulations

Circulation over 40,000 net paid

The Free Press does not grant return privileges to agents, consequently Free Press Circulation is all sold. Advertisers who use the Free Press—a great many use it exclusively in its field—know and get what they pay for.

Report of A. B. C. Audit will be sent to you upon request.

EDGAR J. GUY, Toronto Representative
61 CANADA LIFE BLDG. PHONE MAIN 2392

A BUMPER CROP

The largest crop in average yield with an increased acreage of 598,831, is now being harvested in Alberta. This means an increased market for all advertised products. Commence developing this market at once by using space in the

EDMONTON JOURNAL

The home paper without which Edmonton and district cannot be covered

EDMONTON - ALBERTA

THE FARMERS *of* ALBERTA

have $90,000,000 to spend this year. Why not advertise where people have the money to buy? **WRITE TODAY** for free copy of Booklet showing in detail where **ALBERTA'S $90,000,000 Pay Cheque comes from.**

The Herald Publishing Co.
LIMITED
Calgary, Canada.
DAILY AND WEEKLY

Eastern Representative, E. J. GUY, Canada Life Bldg.
King St. W., Toronto

WHAT IS A MAN?

"A MAN keeps himself clean and neat out of regard for others, but on occasion is ready to get as dirty as work or play may require.

"He eats heartily, but only such and so much food as will keep him in most effective working and playing condition.

"He foregoes liquor and tobacco whenever they would mean either deterioration for himself or destruction of those weaker than he.

"He takes all the amusement and fun he can get without annoyance or degradation of others or enervation of himself.

"He works with an eye to his employer's interest as well as his own; but not when he can help it to the point of dullness or chronic fatigue.

"He spends freely for what he enjoys, and saves for a rainy day; yet holds all his spending and saving subject to the claim of persons and causes more needy or worthy than he.

"He stoutly and bravely defends with all there is in him whatever he stands for; yet would rather be called a coward than do a foolish or foolhardy thing to avoid it.

"He looks out shrewdly for his customer, creditor, employer, or employe.

"He tells the truth in kindness to all who have a right to hear it.

"He makes the future as real as the present, and treats present and future, both for self and for others, as one.

"He is orderly for the most part, and disorderly on special occasions, as the pleasure and convenience of all concerned may require.

"He talks frankly about unpleasant facts when necessary, but keeps silent about them when talk would serve no good social purpose.

"He is polite with an inner politeness born of a desire to give pleasure rather than pain.

"He has at heart the welfare of all with whom he associates, living at peace with them so far as he can, and fighting fairly when peace cannot be honorably maintained.

"He is loyal to his group and his friends when he can be loyal to them without being false to himself.

"He thinks little of his attainments, but much of his aims, deriving humility from the former and self-respect from the latter.

"He treats in thought, word and deed all women and girls as he would wish others to treat his own mother or sister.

"He is as kind and helpful to those who wrong him as he can be without being misunderstood, and ready to forgive them the instant they repent.

"He devotes himself to his friends and companions as so many extensions of himself, and takes as much delight in their happiness and success as in his own.

"He regards himself as a member and servant of the one social whole, and holds the social claim above individual inclination when ever the two conflict."—*Efficiency Magazine.*

The
Catholic Record

goes into the homes of the best Catholic people from Coast to Coast.

You cannot afford to overlook this valuable medium nor its profitable field.

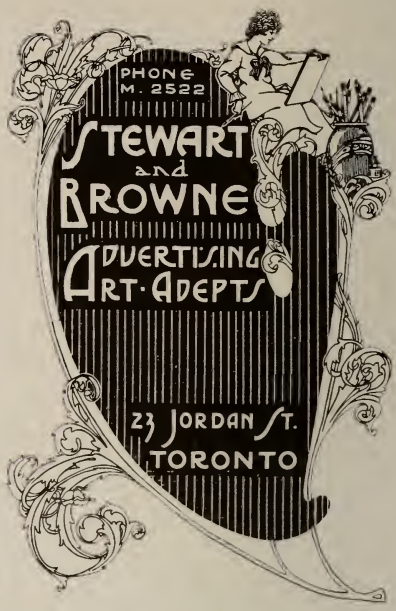
SWORN CIRCULATION

29,500

Reaching practically all the Clergy—Convents—Seminaries—Colleges—Schools—and enjoying the respect and confidence of its readers, who regard it as the National Weekly of Canada.

Ask your agency for Advertising Rates, or write to The Catholic Record.

484-486 Richmond Street
LONDON - ONTARIO



The Daily Average Circulation of

THE EVENING RECORD
(WINDSOR)

for October was

9,241

(not including 15,000 extra)

Advertising Rates (Plate)
Under 1,000 lines - 3c. per line
Over 1,000 lines - 2c. per line
Over 5,000 lines - 1¾c. per line
Over 10,000 lines - 1½c. per line

John A. McKay, Publisher

Many of the biggest Advertisers in Canada and the United States are patrons of the Hamilton Newspaper Union List.

This is no idle boast, as our Record paper will show.

Let us mail you a copy, and, at the same time, tell you how little it costs to reach the 50,000 homes in Ontario covered by this List of 60 weekly papers.

Hamilton Newspaper Union
HAMILTON, ONT.

THE PUBLIC BELIEVES YOU LIE!

How Advertising is Misrepresented and Ridiculed by Many Who Understand It Little Yet Profit by It Much—Where the Fault Lies—The Real Status of Advertising—An Article which ("Round Table Talks" to the contrary notwithstanding) Points the Finger at a Situation which Advertising Men Refuse to See.

By Felix Shay, General Manager The Roycroft Shops, East Aurora, N.Y.

GEORGE M. COHAN, the "Yankee Doodle" Comedian of yesteryear, who has written a gross of almost patriotic ballads and plays; who has exerted himself to tie up his little personality with the Star Spangled Banner, now takes it upon himself to belittle Advertising.

Apart from the praise that naturally comes to one who can dance so nimbly to martial strains, this Broadwayite has written his name in soap on the glass of time, because he has unquestioned ability to fasten on to the best advertised idea of the year, to make it into a play which will please the elect of Lobster Town. From Little Johnnie Jones to Wallingford—to Billy Sunday—George Cohan has done nothing but build on advertising successes which he did not create.

Now then: In his play "Hit-the-Trail-Holiday," a vulgar attempt to make capital of the eccentricities of Billy Sunday, he puts into the mouth of his brother-in-law, Fred Niblo, a dissertation on Advertising which has nothing whatever to do with the general theme (?) of the play.

Listen to one sentence of this five minute digression: "The greatest show on Broadway, *Chin-Chin*, played to a capacity house last year and never a line of advertising in all the town—never a poster," etc. Of course, *Chin-Chin* was advertised, and is advertised, every day in the newspapers of New York, but apparently Mr. Cohan does not call this Advertising. Which will be interesting to the publishers who printed gobs of press agent chin-chin, and no charge.

MR. E. J. SHAY, ("FELIX")

Likewise it's peculiar to note

The Premier Made-in-Canada Magazine

¶ No home-made product has come more rapidly to the front recently than Maclean's Magazine. People do not buy magazines on sentiment any more than they buy clothing or food on that basis. They give the preference to the home magazine only when it suits them—when it gives value equal to anything on the market. And so the reason for the remarkable popularity of Maclean's can be found in the strength of the Magazine itself.

¶ And it is not hard to explain. Six months ago the editors of Maclean's took steps to secure as contributors all the greatest of Canadian writers—and Canada, by the way, has produced a long list of very eminent authors and magazine writers. Those who have been secured as contributors to date are:

Reproduction in miniature for full page illustration of story by Alan Sullivan in December Maclean's. Drawing by C. W. Jefferys.

¶ A special response can be secured from space in a magazine that is as widely and eagerly read as Maclean's. ¶ Let us send you a copy of the magazine with advertising rates.

Stephen Leacock
Arthur Stringer
Agnes C. Laut
Alan Sullivan
L. M. Montgomery
Janey Canuck
Hopkins Moorhouse
Augustus Bridle.
A. C. Allenson

¶ It will be possible to announce prominent additions to this list shortly. Also the best Canadian illustrators are now working regularly for Maclean's, including C. W. Jefferys, J. W. Beatty, Harry C. Edwards, Dudley Ward and others.

¶ *All of which explains the fact that Maclean's is becoming the most talked-of and popular magazine on the market.*

The Maclean Publishing Co. Limited

143-153 University Ave., Toronto

Montreal Winnipeg New York Boston Cleveland Chicago London, Eng.

that when Chin-Chin opens its second season, Mr. Hit-the-Trail-Holiday is appointed to boom it to another audience, and in advertising Chin-Chin he covers the purpose with calumny of Advertising itself!

I trust that all goes well with Chin-Chin's box office.

Last year, came along another play—"It Pays to Advertise"—which gave the public to understand that a cake of soap which costs 3c to manufacture may be marketed for $1.00; that Marshall Field would want such a bargain.

Apart from the fact that it was a pleasant enough play, not one word was said to correct the false impression given as to the corruptness of Advertising. The public went home from the theatre with the idea in mind that an Advertising Man is a theatrical press agent out of a job, with a glib tongue, and a check suit, and suede top shoes, and no character whatsoever, who depends entirely for his living on "putting something over."

Is that fair or intelligent?

Again I read in the newspaper the maunderings of some returned traveler from London who analyses the enlisting situation over there; who protests that the Government is *advertising* for soldiers, and that apparently the work has been done by "professional advertisers."

He makes several sneering observations on this subject which leads one to believe that a "professional" Advertising Man (whatever that is) is an undesirable citizen and a sharp schemer. He states that they seek soldiers as they would seek to sell beans.

In his desire to disparage he writes himself something other than a business man, something other than one who has solved the problem of bringing the opportunity and the man together.

I rise in wrath, not to attack the ignoramus who attempts discussion of a subject unknown to him, but to indict the advertising man and the publisher, who overlook the fact that the public is twenty-five years behind them in a knowledge of what is Advertising! What it will do! And who it will benefit!

Deny it if you will, but the average man on the street believes that Advertising is a contest between liars.

Why?

Because the faker and the Smart Aleck, and the misinformed seem to be in charge of Advertising's own campaign.

I want to see some educational work done.

To appreciate the public's understanding of Advertising, ask the next man or woman you meet whether an advertised article is *lower* in price than the same article *not* advertised.

I want to have explained, not once, but a thousand times in every city of the land, every week of the year, what is Advertising? Why firms that advertise are desirable firms to patronize? Why an advertised article gives the purchaser the *most* for his money?

Advertising is sanitation!

Advertising is health!

Advertising is insurance!

LARGEST CROPS

of the West, according to Government Statistical Information, are this season in the Goose Lake Section, immediately adjacent to the City of Saskatoon. Enquiries show that there is practically not one crop failure.

THE SASKATOON PHOENIX

serves this section thoroughly, being the only morning paper in the northern part of Saskatchewan that covers this district. The farmers will have more money to spend this year than ever before. Mr. Advertiser, now is the time for you to get your goods before the people of the Saskatoon District.
For rates and information apply to the Saskatoon Phoenix or to

EDGAR J. GUY
Eastern Representative
Canada Life Building, Toronto

Highest Grade
ELECTROS
AND
STEREOS
PROMPT AND EFFICIENT SERVICE
THE NATIONAL ELECTROTYPE & STEREOTYPE Co. Ltd.
229 Richmond St. W.
TORONTO
Telephone Ad. 16.

MOTHER BUYS the things for the breakfast table—Cereals, Bacon, Eggs, Sugar, Coffee and Milk. She buys the washing requisites—Washing Machine, Wringer, Soap.

FATHER BUYS the things that build the new house—Brick, Cement, Roofing, Shingles. He buys the Automobile, Garage, Gasoline Engine, Furnace.

MOTHER AND FATHER never fail to read the local weekly paper. They must keep in touch with the doings of their community.

The Wilson List of 200 Country Weekly Papers gives you a guaranteed home circulation of 155,000 weekly—Mothers and Fathers.

98 per cent. of this circulation is confined to Ontario—the Banner Province.

The Wilson Publishing Company of Toronto, Limited

73 West Adelaide Street - Toronto, Canada

Advertising is economy!

Advertising is fair dealing!

Advertising is progress!

The sort of advertising argument that will truly educate the public will be unsigned copy; the facts unsupported by any name must carry conviction.

I propose a New Year's resolution.

Let every medium that has space for sale decide to give 5% of that space in 1916 to present a clear, calm exposition of the *good* that comes from Advertising. Let no one syndicate this copy; let no one make profit out of it. Let no one sign it; let the public understand—here is the evidence!—what do you think of it? Never for a minute press the argument or point it toward any goal but the greatest good for the greatest number.

Let each medium argue the case as it sees it. But let each medium be sure that nothing creeps into the copy that cannot be used effectively in another medium.

Honesty! Unselfishness! Foresight!—Forceful presentation of a vital message! Give us that!

Let us all turn around on the door sill. We have been looking *inside* the shop too much. We have talked the jargon of the "trade" too much with each other! Let us turn around, I say. Let us look *outside*. There is the public. There are your ultimate customers, you space sellers!

Unless advertising is made believable to them, we are groping in the dark besieged by bats and rats.

GRAND PRIZE AWARDED TO SHREDDED WHEAT CO.

At The Panama Pacific Exposition, San Francisco, Cal.

THE Shredded Wheat Company has been awarded the Grand Prize at the San Francisco Exposition for the purity and excellence of its product, for its clean and hygienic factory, for its welfare work among employes and for the high commercial standing of the company; also a gold medal for the unique shredding and baking machinery, also a gold medal for completeness of the exhibit which consists of a miniature operating Shredded Wheat plant.

Gold medals and grand prizes have been handed out with reckless generosity to all sorts of exhibitors by past expositions, but prizes of this character awarded to food exhibitors at the great exposition at San Francisco may be regarded as an unusual mark of distinction because of the highly discriminating and distinguished personnel of the judges having this matter in charge.

The company's exhibit consists of a two storey white enameled pavilion of ornate architectural design which contains cooking, shredding and baking machinery in full operation, showing the conplete process of manufacturing Shredded Wheat biscuit and triscuit, also tables for serving these products to visitors.

Hard and Easy

To a manufacturer of, say, shoes, the designing of a striking piece of advertising literature may appear a hard, almost impossible, task.

But it's easier to the man whose business is designing.

Of course, you know this as well as we do. And our only object in thus reiterating what you already know is to call your attention to our complete printing service.

DESIGNERS

COPY-WRITERS

PRINTERS

All at your service, any time, for anything in printing.

WRITE, WIRE OR PHONE

Acton Publishing Co., Limited

Corner Queen and Gwynne Avenue

TORONTO

TEL. PARKDALE 4171 — Jas. Acton, President

MONTREAL: 13 Coristine Bldg. — J. J. Gallagher, Managing Director

JUDGING VALUES IN BUYING SPACE

The Class Magazine vs. Newspapers—An explanation of the matter of relative rates and values set forth by one of the large buyers of advertising space in mediums throughout Canada.

By I. Simonski, Managing Director
Everywoman's World, "Canada's Great Home Magazine"

FOR the successful merchandising of most articles or products it is better to talk to one possible user than to one hundred who are not possible users or who have no influence on the ultimate purchase of the article advertised.

This fact, expressed in this way, is perfectly obvious; but in judging values and comparing the magazines with the newspapers some advertisers lose sight of this great fact.

Those of my readers who have had experience in selling space will agree that the average advertiser in Canada gives very little study to the comparing of values for the rates asked on the different types of mediums.

Magazines, for example, though they should be considered from an absolutely different basis, are generally classed with newspapers when comparing rates; and again, the magazine that goes to a particular and definite class,—as, for instance, the woman's magazine, —will be compared with the magazine of general circulation. The reason for this obviously has been that great Canadian magazines, of both general and class circulation, are comparatively new factors in Canada, and Canadian advertisers, over the years gone by, have been unused to dealing with rates as seemingly high as these publications merit and readily get.

MR. I. SIMONSKI

Since this subject is so timely the editor of Economic Advertising has requested me to explain the matter of relative rates and values, and for this purpose I propose using a woman's magazine as my example of a "class" publication and to compare it with a newspaper as an advertising

medium for the manufacturer whose product is bought by women, or of which the sale is influenced by women.

At the outset, may I state frankly that I do not wish in any way to decry the value of newspaper advertising space. It is good for its special purpose. I buy heavily of it at times for our various interests, and I have data bearing on results secured from practically every worth while newspaper and medium in Canada, over many years, and on a wide range of accounts, outside of my own personal checking of our advertising placed in those mediums.

To get a proper angle on the matter of rates let us look, first, at the essential difference between a magazine and a newspaper. A newspaper is intended to live only for a day. It is produced in the very cheapest form and at the very lowest cost. As Hugh Chalmers, the famous motor car manufacturer, has so well said: "The hardest thing in the world to find is yesterday's newspaper."

Advertisers who have means of checking their returns know that the length of life of an advertisement in any newspaper is not much greater than the day after it is published. Most newspapers are read hastily—a paper is rarely in a reader's hands for more than twenty minutes at a time. The most of that time is taken up by scanning the news of the day and, on account of the paper's form and make up, an advertisement will be noticed only by a small percentage of the readers, unless very large display space is used.

On the other hand, a magazine, and especially a woman's magazine, reaching the homes of its subscribers 15 to 20 days in advance of the date on the front cover, is current for at least six weeks from the time it reaches the home. Often the magazine is alive for as many months. It is not destroyed the day after it reaches its subscribers but it will be kept conveniently on the library table and be picked up and looked over by members of the family time and time again, and be passed around to neighboring friends and relatives.

A GREAT FACTOR

The length of the life of an advertisement is the factor to which keen advertisers give the greatest possible consideration. Advertisers who carefully check returns will, with scarcely an exception, state that in a daily paper an advertisement will have to be inserted from six to eight times in the course of a month, and in a weekly newspaper four times during the month, in order to have the same effectiveness as a single insertion of the same advertisement in a monthly magazine—granting the circulations to be approximately equal. In order, therefore, for an advertisement to have the life of a month or more, in, let us say, a weekly newspaper selling space at 25c a line, it would have to be inserted four times or at the rate of $1.00 per line per month. The same effectiveness could be secured in a monthly magazine by one insertion at nearly one-quarter that rate.

The foregoing is a practical,

demonstrated fact. I have example after example both from my own experience as an advertiser, and from data supplied to me by other advertisers, to support this contention.

Here is an interesting example:

One of the great flour millers in Canada produced a cook book some time ago and succeeded in obtaining distribution of 150,000 copies through a daily and weekly newspaper campaign, also using farm papers. Their copy ran in mediums throughout Canada, which, it was presumed, entirely blanketed the Dominion; the campaign was discontinued only when the cost of returns became so high that the company felt no further demand could be obtained for the book, by continuing that advertising, except at a prohibitive rate.

When it was suggested that this advertiser should run this series in a monthly woman's magazine he at first refused to do so, giving the seemingly very logical reason that it could not do otherwise than go over the same territory that he had already covered and had thoroughly worked out.

He was induced to use two full pages, however, and obtained from them in excess of 1,500 replies.

The rate per reply was as low as that obtained in any mediums used when the proposition was absolutely new, and almost a year later I was advised that enquiries still continued to trail in from the first insertion that was run.

That is a very fair example of the length of the life of an advertisement in a magazine, and also of the fact that the advertisement in a magazine could get attention from hundreds who had probably overlooked it in the newspapers.

ANOTHER BIG FACTOR

This fact of longer life of the publication and its advertising might apply equally to all magazines in comparison with newspapers, but the woman's magazine has as its greater advantage the fact that it *is subscribed for and is read by women exclusively*. The advertiser whose product is bought by women tells his story to his customers through the woman's magazine without paying so much as a penny for waste circulation.

It is most essential to the success of any campaign that the advertising be run where it will be read by the greatest number of possible users of the product advertised. Money is wasted in appealing to the non-users of the product.

Let me illustrate this point by a simple little example which may often occur to any business man. A traveller walked into my office a short time ago and endeavored to interest me in a particular make of typewriter. His visit resulted ultimately in the sale of two machines. The traveller at that time was the advertisement for his firm out to create favor for his product in the minds of possible typewriter buyers. Metaphorically speaking, in my office he got a circulation of *one*. I could have called together the two or three hundred men employed in this building and let him talk his typewriter to them. It would not have cost him a great deal

more, nor have taken much more of his time to reach this circulation, two or three hundred times as great as the circulation he got in my office. But to those other people he probably could not have sold a single typewriter.

In advertising his product to me this salesman had wisely appealed to his logical purchaser. He had singled out the particular circulation he needed for his big advertisement. He concentrated on that circulation which he needed!

If his salary were based in terms of space values, it would have been better for him to have paid $2.00 a line for the circulation of *one* that he got in my office, than to have paid 1c a line for the circulation of three hundred he could have obtained in the rest of the building.

Granted that the advertiser has national distribution for his product, or is desirous of getting national distribution, and that women either purchase or influence the purchasing of it, how can the newspapers, which circulate to every class and type of the community, be compared to the women's magazines which will carry his message direct to women, his real customers.

A CENSUS TO TAKE

To answer this question I would suggest that you do as I once did, write to any newspaper, daily or weekly, which you are using, or are about to use. Tell them you are about to bring out a product, which you want to sell by mail to business-men, mechanics, etc. Ask them to advise you what proportion of their circulation goes to men, and I will wager you a new hat that the average newspaper in Canada will tell you that from 40 to 60% of its circulation is to men. Some of the newspapers will put the percentage much higher. A lot of them will point with pride to the fact that about ¼ or ½ page of space in their newspapers of from 12 to 24 pages, is devoted to a women's section, that being the proportion of women's interest to which they think their circulation entitles them to cater. Now if this is the case, and the advertiser, whose product appeals to, and is to be bought by, women, takes space in, let us say, a 25-cents-a-line newspaper, and he can take advantage of only 40% of its circulation, the rate for him has ceased to be 25 cents a line, but is well over 60 cents a line for the circulation he can use.

THE POINT OF POSITION

The matter of the position accorded an advertisement in a newspaper and in a magazine is one which merits serious consideration. An advertiser uses space, of say 200 lines, in a newspaper with a circulation of 80,000, for which he pays a rate of 10c per line. On account of the size and form and make-up of the newspaper, this advertisement has only a reasonably fair chance of being noticed. He has the expectation that, during the few minutes or half-hours in which it is at all likely to be seen by anyone, there is a given chance of perhaps 10,000 possible users of his goods seeing

his particular advertisement in that particular issue. In other words, of all the people who get a single issue of that particular newspaper, it is a generous assumption that one-eighth of that day's readers are possible users of the goods advertised, and that about half the possible users will happen to see the advertisement on the particular day it is inserted. If a special premium is not paid for position wholly alongside reading matter the percentage of people noticing an advertisement of this size may be even less.

Granting then that 8,000 possible users do see this particular advertisement, of what value to the advertiser is the other 72,000 of circulation of that issue for which he has paid? The 200 line advertisement has cost $20.00. This $20.00 pays for circulation to 8,000 possible users, or at the rate of .125 (1¼c) per line per thousand of possible users. And, mark you, the advertisement, with the newspaper in which it appears, is practically dead at the close of the day it is issued.

This same advertisement can be put in a woman's magazine with a circulation well in excess of 80,000 *to women exclusively* for only 40c per line, or at the rate of less than ½c per line per thousand of circulation.

Because of the form and make-up of the magazine it will be wholly alongside of reading matter, and it must be seen by every person who turns the page on which it is printed, because that 200-line advertisement occupies an entire one-quarter of the page on which it appears, and, generally speaking, half of all the space that is devoted to advertising on that page.

Because all readers of the woman's magazine are women, practically 100 per cent. of the publication's circulation are possible users of the product advertised.

The magazine carrying the advertisement would stay in the home it reaches for anywhere from a month to a year, or be handed around to friends and neighbors and be kept alive for a very long time.

Instead of being read by only one person, it would be read by an average of from three to five in every home. It is safe to assume that more than 80% of all the readers of a magazine, carrying its advertisements wholly alongside of reading matter, see all the advertisements in every issue.

The average cost of space in newspapers is about 1c per inch per thousand of circulation. The average cost of space in high-class magazines is about 7c per inch per thousand of circulation.

How have the world's most successful advertisers considered the two?

THE POLICY IN HIGH PLACES

In the United States and in England are firms whose annual expenditures for advertising run into millions of dollars. These firms have well organized and highly efficient advertising departments, headed by executives who have made the purchase of space a life-time study, and who have at their command data regarding the results obtained from

years of advertising in mediums of every type. Year after year these successful advertisers use more and more space in the magazines, and especially in those magazines that reach the class they must influence in order to make their ultimate sales. Thousands of dollars are spent by these advertisers in procuring the very highest type of art work for their magazine advertising, and many thousands more are spent on fine color engravings for use on magazine covers, and for color insert work.

It is an undisputed fact that a great many of the world's most successful advertisers use magazines almost exclusively in preference to newspapers.

Can it reasonably be assumed that these firms,—the largest and most successful advertisers of all times,—would use the magazines, and especially the women's magazines, year after year in ever-increasing space, if the magazines were not absolutely delivering dollar value and more for every dollar spent on them?

This article, as I stated frankly in the beginning, is not intended to decry in any way the value of the newspapers for certain types of advertising. The newspapers of a given town or series of towns, or of a given province, may be used most profitably to advertise an article in a given territory, either because the article is appropriate to that locality or because the advertiser wishes to limit his expenditure to that territory. They are the only best mediums for local advertising. But when a manufacturer has good distribution for his product, national publicity through advertising can be obtained more thoroughly, and at a lower cost, through the national magazines than through other forms of advertising.

VALUE APPRECIATED

Canada's most prosperous manufacturers, and the advertising agencies, have been quick to realize the value of Canada's national magazines as mediums for national publicity at a low cost. For years the advertisers of this country have needed and wanted just such mediums of national publicity as the Canadian magazines have made available to them.

American publications in magazine form have flooded this country for years, and while from the standpoint of advertising, they were useless to the Canadian manufacturer, they have sold millions of dollars worth of American made products to Canadian consumers in Canadian homes. The power of the advertising carried in those magazines has overcome even the highest of tariff walls, and has brought much new business and many new industries to Canada.

With this power and value of magazine advertising so well demonstrated over many years, can you wonder at the great success that has come to Canadian magazines?

* * *

Don't be a clock-watcher. Nobody but a watchmaker can keep his eye on a timepiece and still attend to business.

RECENT ADS—GOOD AND OTHERWISE

By The Captious Critic

GIVING the goods a personality—making the merchandise talk — these have long been recognized as the most powerful factors in successful retail merchandising and advertising. In the ad of the Robert Simpson Co.,

A DAILY BULLETIN
for BUYERS
The Tale of a Country Egg Who Came to Town
If this were a fairy tale it would be quite all right to begin with "once upon a time"—but that sounds too far away. This is a true story—and a real news item—for our little Egg began his career—nay—his life—only last Monday on a farm near Grimsby. He and his brothers and sisters and their multitudinous cousins all looked very much alike—but our particular Egg was really particularly good-looking. He was almost round, which gave him a jolly, plump look, and in complexion he appeared slightly sunburned as he lay quite still and well-behaved in his nest of straw. But this did not last long. First he heard voices and then he felt himself lifted up in a warm hand. When he could see, he found himself in a basket with more relatives than he knew he owned. His next move was from the basket into a crate with another one hundred and forty-three relatives. There wasn't much room left when they were all in, but it wasn't as crowded as the basket, for each egg had a little section to himself. Our Egg was fortunate because through a little opening he could see something of what was occurring. He noticed even more crates and saw "R. S. Co., Toronto," on them. After a ride in the farm waggon he found himself on the train and felt that at last life was becoming really exciting. The train whizzed along and it was dark and cool in the freight car and it wasn't long before they were at last in the city. It was very noisy—much noisier than it had been even in the home nest when his mother had spent some time in telling her friends and relatives all about him in a rather excited manner. Another drive—this time in a motor no less—and then a terrible experience in an elevator that might have addled an egg not so very young and healthy. Now at last he was lifted out of the cramped quarters of the crate and found himself in a spotless kitchen, albeit very busy and with plenty of people about.
He didn't know that this was the kitchen at Simpson's, and he didn't know that he was soon to be ushered into the Palm Room But there was worse to come before that happened Somebody said, "Two medium boiled".
Before he knew what had happened he found himself in the electric boiler with a brother or cousin—he really didn't notice which Our Egg got very hot over this treatment—but it only lasted a trifle over three minutes, when he was taken out and set up in an egg cup in the middle of a tray Looking about him he saw on the tray a bowl of steaming oatmeal, and a jug of cream that had the real country look, three slices of bread that had also undergone ordeal by fire—a pat of golden butter and a pot of coffee—though, of course, our Egg couldn't know what that was—and beside it a little dish containing more cream, which had been beaten until it was stiff with indignation
This happened about 8.30 on Thursday morning Little did our Egg dream that life was so short Suddenly he found himself—tray and other things included, being taken into the Palm Room When he caught his breath he looked about the snowy table and there found himself looking into the smiling eyes of the prettiest girl he had ever seen She was a business girl, and she, too, had come from the country, and she found that she enjoyed breakfasting at Simpson's because, as she expressed it, "everything is so good." Our little Egg ventured a smile—but as we said before, she was a business girl, and a neat little flick of the knife on the side of our poor Egg—"the rest is silence."
Only from Monday to Thursday—truly, "the good eggs die young." The girl's check was for 20c and her smile was a most satisfied one
THE ROBERT SIMPSON COMPANY LIMITED

there is an excellent application of this two-fold principle, recalling to mind the humpty-dumpty days of long ago with their picture book stories of the dish that eloped with the spoon, and the egg that came to grief. There is an air of novelty about this ad that invites perusal.

* * *

The Winnipeg *Free Press* is now running a series of advertisements for the purpose of "bringing its readers and advertisers into closer relations of mutual appreciation and confidence." The full page ad

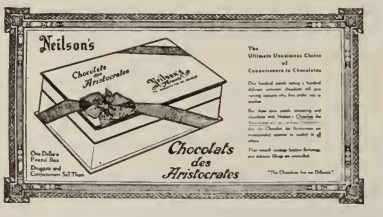
reproduced here, was the first to appear, and must have attracted much favorable attention in Winnipeg and the surrounding territory covered by the *Free Press*. A great variety of trade marks and products can be distinguished in the border. This speaks well for the paper as a popular advertising medium.

This Russell Motor Car ad is both timely and convincing. Good

use has been made of the testimonials from the front, and the lay out is most attractive. This advertisement dominated the page on which it appeared, owing to its unusual form, and the excellent use of white space.

* * *

An exceedingly attractive series of ads for Neilson's Chocolates is now running in the dailies. Large space is being used, and the specimen reproduced is represen-



tative of the character of all the ads. Throughout the Province dealers have been supplied with proof books containing the entire series, and these are used to advantage in the window displays—an idea that strikes me as being particularly good.

* * *

The "Powerful" ad for the Dodge Manufacturing Co., recently appeared in Toronto. It

occupied 1,000 lines (200 x 5) and contained an appeal to presidents, managers, factory superintendents, engineers and purchasing agents. The argument that the yearly cost of running metal pulleys exceeds that of wood pulleys by $5.00 per pulley should make every manufacturer sit up and pay attention. The art work is good and the lay out is excellent.

* * *

The Lever Bros. ad for Sunlight Soap is one of the best advertisements which that company has

used this year, and they have had some crackerjacks. The illustrations of the hand and seal carry

SUNLIGHT SOAP
$5000
SUNLIGHT
Soap
GUARANTEE of PURITY
The Seal has been set once and for all on the purity of SUNLIGHT SOAP.
SUNLIGHT SOAP is known by name throughout all the world, but not by name alone. Sunlight Soap is known by purity just as it is known by name. An established and guaranteed purity is ever associated with Sunlight Soap. The name and the guarantee are inseparable. They must ever remain so, because PURITY is the great soap essential. Cleansing means purification—without pure soap you cannot have perfect cleanliness—this stands to reason.
The $5,000 Guarantee of Purity given with every bar of Sunlight Soap is something more than an advertisement. It is a dominant force throughout the whole of the Sunlight Soap manufacture. To say that this guarantee is the dominant chord in the perfect harmony of the Sunlight Works would better express its influence.
The buyer who buys the choice Sunlight Soap materials—the soap boiler—the expert chemist—the girls who wrap and pack Sunlight Soap—all are mindful of the guarantee. The $5,000 Guarantee of Purity is a source of gratification to all the Sunlight workers.
The Name LEVER on Soap is a guarantee of Purity and Excellence
SUNLIGHT SOAP
Lever Brothers, Limited
Toronto, Canada

with them an impression of security to the buyer, but why didn't this ad explain the meaning of the $5,000 Guarantee in detail?

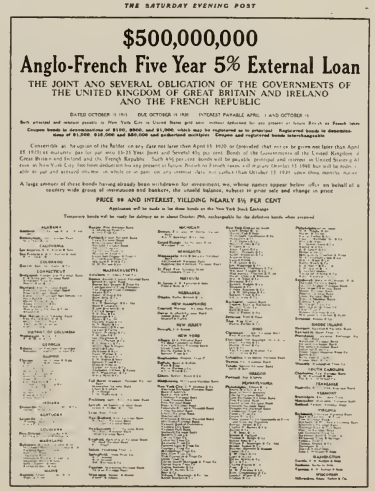
* * *

Billy Coffybean has my goat—I

wish he'd kindly return it as soon as he's through with it. Doubtless by this time he has more goats than he knows what to do with, for this ad has been running for some time in a prosperous city not a thousand miles from Toronto. This "blind" stuff may be all very well in its way—but it will scarcely turn the scale of public favor unless it is followed up with a good stiff "punch."

* * *

The specimen of "financial" advertising is reproduced from the *Saturday Evening Post* of Novem-


THE SATURDAY EVENING POST

$500,000,000

Anglo-French Five Year 5% External Loan

THE JOINT AND SEVERAL OBLIGATION OF THE GOVERNMENTS OF THE UNITED KINGDOM OF GREAT BRITAIN AND IRELAND AND THE FRENCH REPUBLIC

DATED OCTOBER 1 1915 DUE OCTOBER 1 1920 INTEREST PAYABLE APRIL 1 AND OCTOBER 1

PRICE 98 AND INTEREST, YIELDING NEARLY 5½ PER CENT

ber 6th, in which it occupied a full page at a cost equal to twice the yearly salary of many a struggling Canadian advertising man. As an exhibit, this ad is most interesting, if only for its historic value. Some day the bankers will wake up to the possibilities of good typography and human interest copy.

WHAT A MERCHANT OR MANUFACTURER SHOULD KNOW ABOUT NEWSPAPER ADVERTISING

Preliminary Steps to Ensure Success of Campaign—Have Right Goods—Right Brand—Sufficient Margin of Profit—Efficient Organization—Necessity for Investigation of Conditions—Selection of Territory to be Covered—The Matter of Circulation—Distribution—Class — Policy — The Preparation of Copy—Judging Results — A Comprehensive Survey of the Field.

By W. J. Healy, Manager Sales and Service Department, Gazette Printing Co., Limited, Montreal

IN advertising, perhaps more than in any other department of business activity, a little knowledge is a dangerous thing. And yet the subject is so broad that those who have spent many years of their life in the closest possible study of advertising problems often feel that they have explored only the outskirts of the field of publicity.

This article is an attempt to outline an "irreducible minimum" of knowledge that every merchant, manufacturer or other business man should possess before he ventures to take a journey on the uncharted and somewhat uncertain waters of the sea of advertising, changing the metaphor from land to water.

The first thing that any merchant or manufacturer should make himself absolutely sure of, before undertaking any plans, for the extension of his business by means of advertising, is that his goods are right,—that both in quality and in service, for all the purposes they are designed to serve, they will stand the most exacting tests. If in any respect his goods or services are faulty or deficient in comparison with those of others in the same line, his first consideration should be to improve the quality of his product or his service that it will be equal or superior to any other. In doing this the cost of production may be increased so that it may be necessary to ask a higher price for the finished product. But even if this is the case, the chance of ultimate success is much greater than it would be in the case of a lower priced but inferior article.

The next point of importance, in the case of a manufacturer, is that his article or goods should be trade-marked or otherwise distinguishable from other lines. The nameless, unmarked article may be good, possibly the best in its line, but if there is competition in that line, it cannot be successfully advertised without a proper distinguishing mark or name, or both.

Next in order of importance is the margin of profit. Is the selling price sufficient, in the case of

any specific article under consideration, to cover all costs of production and distribution,—the latter, of course, including both sales and advertising cost,—and still leave a reasonable margin of profit to the manufacturer and the dealer? If it is not, the article cannot be successfully advertised, and it would be wiser not to make the attempt.

This does not mean that an article must be high priced, in order to be successfully advertised, but that there must be a sufficient margin between the production cost—material, labor, etc.—and the selling price, to cover all overhead expense and provide an efficient sales and advertising organization. Taking the Ford car as an example,—it is the cheapest of all practical motor cars, and yet the margin between the cost of material and labor and the retail selling price is said to be proportionately greater than in the case of any other car. This makes possible the matchless sales and advertising organization, that, in less than ten years, has spread the Ford car over the whole of America and part of Europe.

Possibly the most important of all the features on which the success of advertising depends, is the efficiency of the sales organization. Unless this is on a proper basis to take care of the increased demand that the advertising is expected to produce, a large part of the benefit that should be derived from the advertising will be wasted. Effective distribution and a good sales organization are the bed rock foundation on which advertising should always be built. The attempt is sometimes made to force distribution by "big stick" advertising direct to the consumer, on the theory that if the public is made to want an article they will go to the dealer in such large numbers, asking for that article, that the dealer will be obliged to stock it heavily, and the whole problem of distribution will be solved. But the experience of those who have tried this method is not such as to encourage others to follow their example.

An intimate knowledge of conditions in all localities where he is planning to extend his business is essential to the manufacturer who wants to ensure the success of his advertising. Not only every province, but every county in every province,—as well as every city, town and village,—has its own special provincial or local conditions. Language, nationality, occupation, scale of income or wages, railway and other transportation facilities, and a dozen other considerations enter into the question. For instance, Sherbrooke, Que., and Windsor, Ont., are cities of almost exactly the same population, but local conditions are so absolutely different that sales and advertising plans that would be successful in one might be entirely unsuited to the other.

A manufacturer who wishes to play safe in his advertising expenditures, can do so by trying it out in a limited way, in a carefully selected territory, before

launching out on a large campaign. This method has been tried with much success by many firms, notably by large American advertisers, who try it out in Montreal, Toronto, or some smaller city, with a carefully planned sales and advertising campaign. If it is successful, they extend the campaign on a much larger scale; if it is not successful, they set to work to discover the reason before spending any more time or money in advertising.

The manufacturer or merchant who plans to advertise should know as much as possible about his competitors, their sales methods, what success, if any, they they have had with advertising, what has been the experience of advertisers in other lines but with similar sales methods, and appealing to similar classes. What not to do is quite as important as what to do. He can derive as much profit from a knowledge of the mistakes of others as he can by studying and adapting to his own requirements the successful methods of others.

He should know that advertising requires great persistence, and, especially at the start, may involve the expenditure of a fairly large amount of money before results begin to show. Every big advertising success requires nerve,—of the right kind—the ability to see beyond the small, possible economies that may be effected to-day by a policy of conservative inaction, and to work for the bigger business and greater profits that the right kind of a sales and advertising policy will produce.

When he is sure of his ground on all the points above referred to, the merchant or manufacturer can safely set to work to consider definitely the question of his newspaper advertising. In Canada, more than in any other part of the English speaking world, the newspaper is the big, outstanding medium for the dissemination of news, information and publicity. It reaches more often than any other form of printed matter, every man and woman in Canada who reads anything.

Nothing of a possible controversial nature,—such as the relative value of daily and weekly newspapers, of morning and afternoon dailies,—or other fruitful topics for contention need enter into this discussion. Good newspapers of every class have their place in the community, and their full value to those who make the right use of their advertising columns.

What the merchant or manufacturer knows about newspapers and newspaper advertising before he buys or uses space in them will have some influence on his selection of a paper or papers in each town or city. But it will have a more important bearing on the results of his advertising, and in determining whether he becomes a steady, persistent, satisfied advertiser, or decides, after a short trial, that advertising does not pay.

Getting down to a consideration of the possible papers to be selected, you go down the list of publications in the territory you want to cover, finally coming to a

consideration of the individual papers.

At this point, the first question you ask, in most cases, is "What is this paper's circulation?" This question embraces, or should embrace, much more than an inquiry as to the number of copies of each edition printed and circulated.

A knowledge of the quantity of circulation is important, and no publication of good standing, should refuse to give this information to a firm that is considering the use of advertising space.

But quality is quite as important as quantity. The only reason why some of the best publications hesitate to publish broadcast the exact number of their circulation, is that many advertisers fail to take into consideration the wide difference in the class of the circulation of different newspapers, and a paper with a circulation of 35,000 suffers by direct comparison with a paper having a circulation of 100,000.

As a buyer you have a right to know, and should know, the quantity you are getting for your money,—always keeping in mind the fact that there are as great variations in the quality or class of circulation as there is in quantity or number.

As to whether quantity or class of circulation will be more important to you will depend on the nature of the product you have to advertise. If your appeal is to the masses—in other words, if you are selling a low or medium priced article, of general, everyday use, you will do well to buy the largest amount of circulation you can for the money you spend. If you are selling a high priced article, at a price that restricts its use largely to the more prosperous or the wealthy classes, the newspapers whose circulation is confined largely to the better classes will be most profitable.

A newspaper that bases its claims largely on quality of circulation should be required to prove that it has this quality, just as a paper that bases its claims on quantity should be required to prove that it has the quantity claimed. An analysis of circulation by sections, wards, or streets, *bona fide* statistics showing the average income and consequent purchasing power of subscribers, definite information as to the proportion of subscribers that own motor cars or other high priced luxuries, lists of high class, high priced articles advertised regularly in the publication, its subscription price or price per copy,—all help to establish the claims of a newspaper to superior quality of circulation.

Of equal or perhaps greater importance than the question of quantity and quality is the *distribution* of a newspaper's circulation. One of the strongest points of superiority of the newspaper over media of general circulation is the fact that newspaper circulation is more definitely localized enabling its advertisers to cover a more or less clearly defined territory. But if a newspaper wishes to profit by this undoubted advantage, it should take you into its confidence, and show you

exactly how its circulation is distributed as between the city in which it is established, other cities, the immediately surrounding parts of the country, and the more distant parts of the country.

This question of distribution is considered by many advertisers to be of greater importance than the question of quantity or class of circulation. All three are closely related, and definite information regarding them, should form the basis of your selection.

But there are other important considerations affecting a newspaper's circulation. The methods by which its circulation is obtained and *retained* are perhaps the most worthy of examination. Circulation secured and held entirely on account of the value the reader gets out of the paper is the most valuable kind of circulation. The higher the subscription price, provvided no premiums are given, the more valuable the circulation.

Circulation that is forced, either by a very low subscription price, or price per copy, or by giving premiums that represent a large part of the subscription price, is of much less value to the advertiser. Circulation secured by guessing or voting contests, or by any of the schemes born of the fertile brains of the circulation boosting syndicates, is of very little value to the advertiser.

If you had access to the free, exchange and complimentary list of the various publications that solicit your advertising patronage, you would have a most valuable index of their value to you. I know a former Montreal newspaper man, resident in Toronto for the past seven years, who, while in Montreal, was an occasional contributor to one of the outside dailies. As a contributor he received a free copy of the paper and although he left Montreal over seven years ago, the paper still comes to the house where he lived when here. The newspaper man's sister, who occupies the house, has never taken enough interest in the matter to have the paper stopped, and the publishers keep on sending it. No doubt this paper, and others like it, have hundreds or even thousands of such names on their lists, which they count as circulation, but which are absolutely valueless to the advertiser.

On the other hand, I could name publications whose free list, including papers sent to advertisers, is less than two per cent of their total circulation. They do not exchange with other publications to any extent, but subscribe for such papers and magazines as are required by the editorial or advertising departments. Over 98 per cent. of their circulation is paid for at the full subscription price by their readers. You can safely buy space in such publications, at their card rates, and be sure that you are getting full value.

As an advertiser, or possible advertiser, you should know as much as possible about the habits of the readers of any paper in which you advertise. Do they read their paper on the street car,

at the office, or in the home? Do they look it over hurriedly, or read it carefully? Do they consider its news and information—including its advertising,—reliable and trustworthy, or sensational and unreliable? If they read two or more papers, which is their first choice? Are they in the habit of reading and acting upon advertisements? What kind of advertising copy will be most likely to get their attention and influence them to buy your goods? These and many other questions should be asked and answered as fully as possible, if you want to get full value out of your advertising.

Considering the individual newspaper, the advertiser should learn all he can about its policy towards its readers. A publisher that considers that his first duty is to serve and safeguard the interests of his readers will very rarely fail in his duty to his advertisers. A paper that makes accuracy and reliability the first consideration in its news and editorial columns, that does not print sensational reports that later prove to be incorrect, or that, even if true, would offend the good taste of its readers, will always give its advertisers good value.

A newspaper's policy towards its advertisers has a great deal to do with the value of its advertising space. Careful attention given to the advertiser's interests, to make sure that he gets the best service that the publisher can give him, pays both the advertiser and the publisher. The general advertiser particularly, who uses space in publications in many cities, often requires information and assistance that the publishers in a certain city can supply. Those papers that have both the inclination and the organization to supply this *service plus* will usually, in addition, prove to be the best advertising media.

But the most important feature of a newspaper's policy towards both readers and advertisers is its regulation of the classes of advertising accepted. At all times, but particularly in periods of great commercial activity such as existed two or three years ago, a large amount of objectionable and questionable advertising is offered to the newspapers of this country. This comprises the advertising of many patent medicines and other so-called cures, the advertising of highly speculative mining, oil or real estate schemes, and many other classes of business whose success depends on the credulity and gullibility of the public.

The papers that most consistently and unreservedly exclude these classes of advertising from their columns are the ones that will prove most valuable for the advertising of any article of real merit. Not only is it a great advantage to have your advertising appear in publications whose advertising columns are clean and respectable, but such publications are in other respects the ones that give their advertisers the biggest value. Some newspapers go further and actually guarantee the reliability of every firm whose advertising they accept. This policy of eliminating objec-

tionable advertising and guaranteeing the reliability of advertising accepted, would, if adopted by the majority of papers, add greatly to the effectiveness of all the better classes of advertising. Newspapers that have adopted this policy, or any part of it, will generally prove to be profitable advertising media.

The preparation of copy for newspaper advertising is a subject about which much could be said and upon which much of the success of newspaper advertising depends. The advertiser who aims at success, must take the proper steps to make sure that his copy is as good as it is in his power to make it. Poor advertising copy in good newspaper space, or in any kind of newspaper space, for that matter, is a waste of money that no amount of care in the selection of papers can make good.

In order that all his theories and the theories of others with regard to what is necessary to secure satisfactory results from newspaper advertising may be examined as closely as possible in the light of actual, accomplished facts, an advertiser should make it his business to know as much as possible about the results of newspaper advertising. A large American advertising agency used to make a great deal of capital out of its "record of results," which was supposed to contain a veritable gold mine of information as to what campaigns had proven to be successes, what mediums produced the best results, and so on, down to the smallest detail connected with advertising.

Whether or not this record of results was at all equal to the claims made for it, is probably known only to the members of that agency, but there is no doubt that some such record as this would be of the greatest value to every newspaper advertiser.

And every advertiser can, in the course of time, compile a more or less extensive record of results of his own. It is often possible to get first hand information as to the results of other firms advertising. An advertiser who has made a success of a certain campaign, is usually glad to tell you about it, provided you are not a competitor of his. Make it a practice to collect as much information of this kind at first hand as you can and to keep as complete a record of it as you can. To this add articles and clippings from such publications as Economic Advertising, *Printers' Ink*, *Advertising and Selling*, the *Advertising World*, and others in which detailed descriptions of successful advertising campaigns frequently appear, and you will in time compile a record of results that will be worth a great deal to you.

Your own advertising experience will furnish perhaps the most valuable of all records of results. In so far as direct results of your advertising can be traced, they should be recorded as completely as possible, and kept for future reference. Even if your advertising is not of the nature that brings direct inquiries, there are usually indirect means of getting

a line on the impression it makes on the public. Make your record of results, and of your impression of the general results of your advertising, as complete as possible, and in a year or two this record, together with the record of other advertisers' experiences, mentioned above, will enable you to solve most of the problems connected with newspaper advertising.

In connection with results, these fall into two very broad classes, the direct traceable results and the general results. Many advertisers make the mistake of judging all advertising media solely by the direct replies the advertisement produces. With the exception of mail order and classified want advertising, it is doubtful if any advertising in any publication produces inquiries that lead to sales enough to make the advertising profitable. It is the effect that the advertising has, not only on the relatively small number who send inquiries, but on the far greater number of people who read it and become interested in the article, that makes the advertising profitable.

In referring above to the question of the preparation of copy, it should have been stated that copy that is suitable in every way for one class of newspaper may be entirely unsuitable for another class of paper. The circumstances, the point of view, the education and the habits of thought and of action of the different classes of the public that read the different classes of papers, must be taken into account. The experience of the T. Eaton Co., in connection with the evening and morning newspapers of Toronto, illustrates this point. For years the morning paper publishers of Toronto found it impossible to interest the Eaton Company in the use of their space. A few experiments with the use of the same copy as was used in the evening papers, proved unsatisfactory in every way. Finally the Eaton Company was induced to give a very thorough trial to the morning papers, and to employ a separate staff to prepare the copy and illustrations for these papers. The experiment was continued over a long period, and for many months it appeared to be without success. The copy was of a general nature, featuring the better class of goods, using high class illustrations freely and giving very little prominence to prices. At the end of the first year, it was considered advisable to continue the experiment for another year, and before the end of the second year it came to be considered one of the most profitable parts of the Eaton Company's advertising.

The success of this experiment was due very largely to the preparation of special copy that appealed to the classes that read the morning papers.

An advertiser who is not in the paper every day in the week should make a special study of the issues of the various days of the week, to determine which days are best for his particular purpose. Certain days of the week are favored by the department stores of every large city

for their bargain day announcements, which means that on these days the papers are very heavy with advertising copy. This means that good positions are scarce and hard to get, and for many classes of advertisers it means that the departmental stores are offering competing lines at bargain prices. These classes of advertisers will usually do better to use the issues in which this bargain copy does not appear. On the other hand there are many national advertisers whose goods are featured in the bargain day announcements of the departmental stores, and who can use space in the same issues with distinct advantage. I had intended to say something about what an advertiser should know about the best pages and the best position in each paper, and how to take advantage of these good positions and good pages. But I decided, on second thought, that discretion is the better part of valor, and that it would be best to leave such a vexed question as position alone. This much I would say, however, if you are restricted to the use of small or medium sized copy, by all means get it in the best position you can, even if it means paying a considerably higher rate. Large, well displayed copy will take care of itself in almost any position, but small copy runs a great risk of being absolutely buried and lost unless special provision is made for position. Twenty-five or fifty per cent extra is not too much to pay for the certainty that your advertisement will be in a place where it will be seen by a fairly good proportion of the paper's readers.

One of the most important things for the advertiser who wants to get good service and good value, is to get as well acquainted as he can with the publisher and advertising manager. The advantage, of course, is mutual, but I can recall a great many instances in my newspaper experience of the past ten years where the advertiser's acquaintance with the publisher or the advertising manager, or both, and the opportunity this acquaintance gave to each to understand the other's needs and wishes, added greatly to the success and satisfaction of the advertiser.

An Ad-Writing Contest

The Edmonton *Bulletin* recently conducted an interesting ad writing contest, in which a number of Edmonton stores offered prizes for the best advertisements written by readers of the *Bulletin*. Two full pages of small announcements of retailers and other advertisers were run on October 9th, in conjunction with an announcement of the contest, and each advertiser offered prizes in his own way. An extra inducement was a special prize of $5.00 in gold offered by the *Bulletin* for the best advertisement submitted. The issue of October 23rd published all the advertisements of the same advertisers as written by the contestants, or in accordance with their suggestions, and a list of Prize Winners was published.

SYSTEM IN THE ADVERTISING DEPARTMENT

Making Up the Appropriation—Keeping the Sales Running Ahead—Side-Stepping Detail.

By Kenneth S. Fenwick.

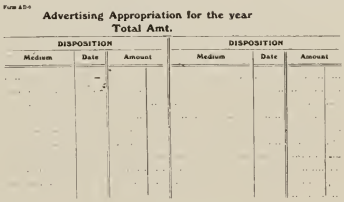
THE equipment of an efficient advertising department, whether for a retail, wholesale or manufacturing business, might be described as one-third man and two-thirds system. In other words, with the proper system, a careful advertising man can conserve at least two-thirds of his time for constructive thinking, and still get more work done in the actual time he devotes to detail.

There are systems and systems, and there is often a tendency to rush to extremes in systematizing a business or department. It is not unusual to find an advertising man who is a slave to system, and the fear of getting "all tied up" keeps many a man from making the best of his time and faculties.

While no two advertising departments are identical, yet all possess certain similarities which make possible the adoption of most of the forms described in this article—forms which were used to advantage in my own work as advertising manager for the Paquet Company, Quebec, and which have stood the test of seven years of continuous service.

To begin with the advertising appropriation, which must always be the starting point in an advertising campaign, it is essential that the advertising manager should be given authority to spend a definite amount of money for advertising during the year. After the budget has been made up and approved by the president, or general manager, this appropriation should be as unalterable as the laws of the Medes and Persians.

In my own experience I have found that the only way to make sure of the proper distribution of the appropriation, month by month, was to keep a card index account of the proposed disposition, showing the total appropriation for the year, divided amongst the various media, as shown by *Fig. 1*. This required only two or


Form ADv

Advertising Appropriation for the year

Total Amt.

DISPOSITION			DISPOSITION		
Medium	Date	Amount	Medium	Date	Amount

Fig. 1

three cards, which were filed in a drawer behind a guide marked "Total Appropriation," and behind these cards were filed the individual appropriation cards, (see *Fig. 2*), on which the amount allowed for each individual medium or account was entered. As orders for insertions or supplies, such as art work, engravings, printing, etc., were made out, the amount was entered in the 3rd column, and the

details in the 4th column, and when the invoices or accounts were received, the date of the bill and the date on which it was checked

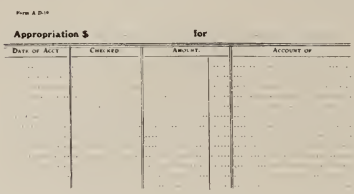


Fig. 2

were entered in the 1st, and 2nd columns respectively. These cards were filed alphabetically, and under individual guides, to facitilate ready reference and location. Each month the "Amount used to date" was determined, and the "balance to use" showed how the year's appropriation was holding out. Thus it was possible to check the expenditure at any time, and increase or reduce the advertising at certain seasons, without exceeding or curtailing the yearly appropriation.

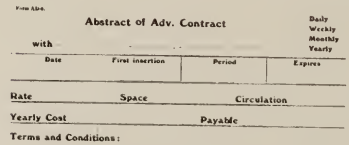


Fig. 3

Particulars of contracts for space should always be available, and for this purpose a file was kept, showing details of all advertising contracts, (see *Fig. 3*). The cards were filed alphabetically, and geographically. The original copies of all contracts were kept on file in the vault, and this card system enabled me to keep a duplicate in my office for reference.

As insertions were ordered, the amount used in each medium was entered on a separate card containing spaces for each day of the month, (see *Fig. 4*). These cards

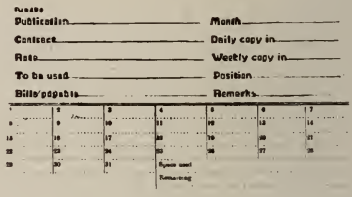


Fig. 4

were filed alphabetically by towns, and the space remaining was brought forward to a new card at the end of each month. Monthly guides were used to separate the old cards from the new and to facilitate reference.

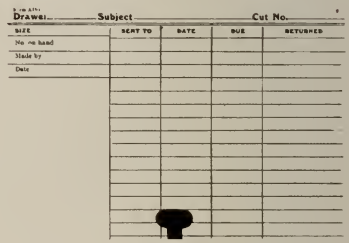


Fig. 5

The problem of keeping account of cuts was taken care of by another card index file made up of cards like *Fig. 5*. In the blank space to the left was pasted a proof of the cut, and a record was kept of the date sent out, where sent, and date returned.

Form A-D-10

Request for Advertising

Date *190*

To *Mgr.*

Department

Please send me *items for*

to be used in *Adv. for* *Selling*

Adv. Mgr.

Fig. 6

A constant supply of advertising copy material was obtained by the use of the forms marked *Fig. 6* and *Fig. 7*. The former were

Form A D 5. **ADVERTISING REQUISITION**

Date *190*

Department

Article *Quantity*

Material *Size*

Colors

Weight *Style*

Description

Reg Price *Sale Price*

Dept. Mgr.

Fig. 7

filled out by my stenographer, signed and distributed to the department buyers, while the latter were filled out by the buyers, and sent up to my office in response to the request form.

Whenever the sales of any department showed a decline—and I was kept informed on this point by daily reports from the general office—I filled out a form as shown by *Fig. 8* and handed it to my stenographer, who made up the necessary requisitions on the form shown by *Fig. 6* for my signature. In this way each department was given its needful share of "Adver-

Form A D-8

DEPARTMENTS ADVERTISED DURING WEEK ENDING ... 190 ...

	M	T	W	T	F	S
A Silks and Velvets						
B Black Dress Goods						
C Colored Dress Goods						
D Ladies' Suits, etc						
E Millinery						
F Ladies' Underwear & Corsets						
G Muslins & Wash Goods						
H Quilts & Blankets						
I Staples						
J Ladies' Gloves						
K Ladies' and Children's Hosiery						
L Embroideries & Laces						
M Handkerchiefs & Ribbons						
N Soaps, Perfumes and Leather Goods						
O Notions						
P Parasols						
R Men's Hats						
S Men's Furnishings						
T Tweeds						
U House Furnishings						
V Carpets						
W Butterick Patterns						
X Ready Made Clothing						
Y Trunks						
Z Shoes						
AA Pictures						
BB Silverware						
CC China & Crockery						
DD Cigars						
EE Confectionery						
FF Optical department						
GG Phonographs						
JJ Wall Paper						
MM Furniture						
OR Church Ornaments						
RR Furs						
XX Kitchenware						

Fig. 8

tising Medicine," and the sales were made to run ahead.

An account of the daily advertising space used for each department was kept on cards showing the cost in dollars and cents (see *Fig. 9*), and these cards were sent to the general office at the end of each month, where the individual departments were charged and the advertising department was credited with the cost of space. In this

Form A.D.7

Dept is charged as follows for Advertising during the month of ... 190 ...

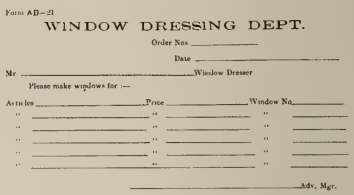
Dates	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total
1st							
8th							
15th							
22d							
29th							
						Total	

Fig. 9

way the advertising expense was distributed amongst the various departments, and the advertising department itself showed a clean slate at the end of the year, the

only charges remaining against it being the actual expense of conducting the department, such as salaries, postage and stationery. Such items as art work, engraving and printed literature were charged to the departments which benefitted most.

Mail Order advertising was all keyed, and results were tabulated every day on monthly tally sheets (see *Fig. 10*). From this form the inquiries were posted to a card


Form AD–21

WINDOW DRESSING DEPT.

Order Nos. _____

Date _____

Mr _____ Window Dresser

Please make windows for :—

Articles _____ Price _____ Window No. _____

" _____ " _____ " _____

" _____ " _____ " _____

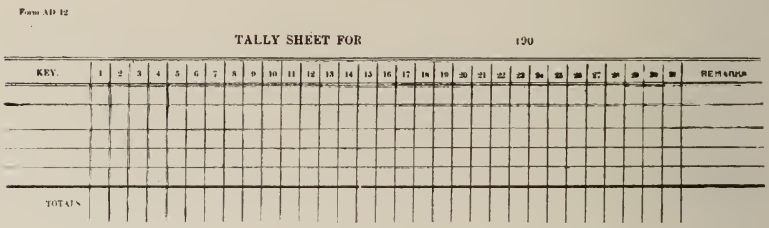
" _____ " _____ " _____

" _____ " _____ " _____

" _____ " _____ " _____

_____ Adv. Mgr.

Fig. 12


Form AD 12

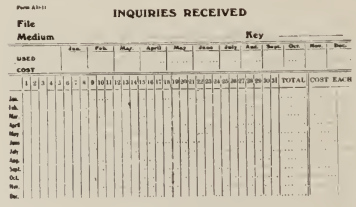
TALLY SHEET FOR 190

KEY. 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 REMARKS

TOTALS

Fig. 10

index form as shown by *Fig 11*, and a record of results from each medium was always available. These


Form AD-11

INQUIRIES RECEIVED

File

Medium

Key

Jan. Feb. May April May June July Aug. Sept. Oct. Nov. Dec.

USED

COST

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 TOTAL COST EACH

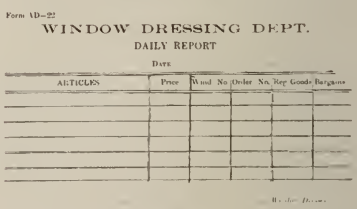
Fig. 11

cards were filed alphabetically, according to town.

Window displays were arranged for by a system of daily orders (see *Fig. 12*), and window trimmers were required to make daily

reports showing execution of orders (see *Fig. 13*).

Store cards were requested by department buyers on a special requisition form, as shown by *Fig. 14*. As the cardboard used for this purpose always came in large sheets, size 22 x 28 inches, it was found necessary to specify five sizes which would obviate


Form AD–22

WINDOW DRESSING DEPT.

DAILY REPORT

Date

ARTICLES Price Wind No. Order No. Reg. Goods Bargains

Fig. 13

waste. These store cards could range in size from 22″ x 28″ to 7″ x 4″,

and the department buyers were required to furnish their own copy, which was revised, and approved,

Form A D-33.

Store Card Requisition

FULL CARDBOARD SHEET 22 x 28

QUARTER SHEET 11x14

HALF SHEET 14x22

Print { As Advertised / Not Advertised

Plain

EIGHTH 7x11

DIAMOND 7x7

TICKET 7x4

(Check Size and Style Required on Dotted Line)

DATE

Dept When Required

(Check Style Wanted)

Vertical Horizontal

Color of Ink

COPY:—

Ordered by

Dept. Mgr.

Revised and Approved by

Adv. Mgr.

Fig. 14

by the advertising manager before being sent on to the card writer.

While some of the forms illustrated are, obviously, for department store use only, the great majority might be readily adapted to the requirements of any advertising man, and all have the advantage of having been thoroughly tried and proven.

Economic Advertising, will be pleased to correspond with advertising men who are now wrestling with this problem, and will gladly furnish any information, either at hand or available, which might help to facilitate the work of your department.

INTERNATIONAL ROTARY CONVENTION

MEMORIES of 1915 include the convention of the International Rotary Clubs at San Francisco.

One of the big things accomplished by the Rotarians at their convention was the adoption, by a unanimous vote, of the Rotary Code of Ethics for business men of all lines. This is a code whose spirit lifts the standard of so-called "commercial business" to the highest ethical plane.

The Rotarians will use this Code as the basis for their efforts to "evangelize" all business. Some have called the Code "The Eleven Commandments of Business."

The Motive of the Code. It is not the Greek motive of Ethics, which is based upon perfecting the person and perpetuating the State simply to preserve the Ego, but this code is predicated on love. That is, the Rotarian does not do right simply because it preserves himself, but because he had rather be destroyed than to destroy another. Thus this code of ethics is founded on love.

The Value of the Code. This code does not take sides in the present dispute in society between the Conservative and the Liberal. It argues nothing merely because it is conservative or liberal. This Code seeks one thing—the value —the utility of the Ethics it propounds. The utility of the Code and not its liberalism nor its conservatism has been the ideal of the men who wrote it. By this it must stand, for by this it cannot fall.

* * *

This motto hangs in the office of a prominent Canadian business man:—"I've had a whole lot of trouble in my time, but the most of it never happened."

MEN AND MEDIA

J. A. POWELL has assumed the duties of advertising manager of the Brantford (Ont.) *Courier*. Mr. Powell has had a comprehensive newspaper experience covering a period of 23 years and is thoroughly conversant with the mechanical as well as the business end.

* * *

Lorne A. Eedy has purchased the Walkerton (Ont.) *Telescope*. Mr. Eedy has been associated for a number of years with his father, Jno. W. Eedy of the St. Mary's (Ont.) *Journal*.

* * *

Gordon Barkewell, of the St. Thomas (Ont.) *Times*, has enlisted for active service with the 7th Mounted Rifles. On severing his connection with the *Times* Mr. Barkewell was presented with a wrist watch by his colleagues.

* * *

Percy Knox, of the Trenton (Ont.) *Advocate*, and Robt. Russell of the *Courier*, of the same town, have joined the artillery and are now at Kingston.

* * *

Talmadge Lawson, who was serving as a private, is reported to have been killed in the European War. Mr. Lawson was one of the owners of the Saskatoon (Sask.) *Daily Star*.

* * *

Victor Driver, of the Brockville (Ont.) *Times*, has enlisted for service.

Chas. J. Cragg, of the Bridgewater (N.S.) *Bulletin*, was married recently. The bride was Miss Mary Isabelle Roche, of Halifax.

* * *

Jno. P. McConnell, formerly of the Vancouver (B.C.) *Sun*, will oppose Joseph Martin, formerly of the Vancouver *Journal*, in the next Federal election. Mr. McConnell is the Independent Liberal candidate in Caribou. Mr. Martin was chosen at the convention of the Liberal Association.

* * *

Mr. E. D. Hand, proprietor of the Fenelon Falls (Ont.) *Gazette*, has retired from business after more than two score years in harness.

* * *

A labor paper will be started by the Labor Council of Moncton (N.B.).

* * *

Dr. Jas. A. MacDonald, editor of the Toronto *Globe*, gave an address before the International Peace Conference in San Francisco recently.

* * *

S. Wallace Dafoe, president of the Canadian Parliamentary Press Gallery in Ottawa, and widely known in Canadian newspaper circles, was married on October 2nd, to Miss Stella B. King.

* * *

Harry N. Moore, of the Montreal *Star*, was married recently to Miss Nan Reddick, of Winchester, Ont.

The Canadian *Uutiset* is the name of a new Finnish weekly paper published in Port Arthur (Ont.), with the object of promoting cordial relations between the Finnish people and their Canadian fellow citizens. The new weekly will be imbued with a thoroughly Canadian spirit and the policy will be entirely different from that of the Finnish daily *Tyokansa* which recently suspended publication. E. J. Kort, of Ironwood, Mich., will be the business manager and J. A. Mustonen, of New York, will be managing editor.

* * *

Lieut. E. F. S. Mather, formerly of the Winnipeg *Telegram*, was married recently to Miss Kate Stovel.

* * *

W. Naftel, of the Goderich (Ont.) *Star* and Miss Sinclair, of Perth, Ont., were married in October.

* * *

Max Henke, of the Montreal *Mail* was recently married to Miss Robinson of Montreal.

* * *

Joseph Maguire, of the Montreal *Herald* and Miss May Clarke, of Montreal, were married recently.

* * *

A. McAllister, of the Guelph (Ont.) *Mercury* has joined the Pioneer Battalion.

* * *

The marriage of Roger Valois, editor of *Le Pays*, Montreal, and Miss Mamie Quinn took place on October 14th.

H. Woolf, of the Toronto *Globe*, whose youngest brother was wounded at the Battle of Hill 60, in the memorable engagement of Langemarck, has joined the Canadian Engineers.

* * *

The plant of the Strathroy (Ont.) *Dispatch* was damaged by fire recently.

* * *

The *Grain Trade News* of Winnipeg is now published daily.

* * *

Private Oscar Yeomans Brown, formerly of the Montreal *News*, died on Sept. 15th, while a prisoner of war in Dortmund, Germany. He received a gun-shot wound at St. Julien on April 26th. Mr. Brown was a graduate of McGill University.

* * *

J. Gorman of the Victoria (B.C.) *Times*, is now taking a course in the Wright School of Aviation, of Dayton, O., in preparation for war service with the Canadian forces.

* * *

The Windsor (Ont.) *Record* is said to have been the first paper in Canada to adopt the trip contest idea for securing paid up subscribers. Mr. W. H. Adams the circulation manager has put on five of these contests for the *Record* in 8 or 9 years. Mr. Adams says that from an advertising standpoint alone these contests are worth every cent they cost. The last contest was for a trip to Montreal, and aroused as much interest in the county as a Federal election.

The British Columbia Government established an office at Calgary during the past summer for the purpose of marketing the fruit crop on the prairies. A special advertising campaign is being carried on in the Prairie Provinces newspapers. Regarding this campaign, Mr. W. E. McTaggart, fruit commissioner for the British Columbia Government, says, "Advertising has been a mighty factor in the selling of our fruit. This year we have spent a large sum in advertising small fruits, and we expect to do more to create a demand for our apples."

Interesting facts are given in the copy regarding the various varieties of apples. The people are being educated to eat the right apple in the right season. Dealers are displaying the apples in season and pushing the varieties advertised in the newspapers. Eastern canners would do well to profit by this information, to advertise heavily in the West this fall and winter as a means of offsetting the probable drop in their business owing to the fact that much of the fruit now advertised by the government is being preserved for home consumption by the people residing on the prairies.

(*Continued from page 1*)

and have sold EVERYWOMAN'S WORLD to yearly subscribers who have gladly paid the full subscription one year in advance to get this worthy magazine for Canadian women and all others in Canadian homes. These subscription representatives of ours have sent us all the way from two to as high as 1,500 subscriptions each.

To successfully merchandise any product it is first of all essential to have produced an article that the people need and want. Quite obviously this first principle has been successfully applied to the merchandising of EVERYWOMAN'S WORLD.

The best available art and literary talent produced in EVERYWOMAN'S WORLD a magazine that made an instant appeal to the discerning Canadian women of taste and culture. The extent of the circulation enjoyed in each centre by EVERYWOMAN'S WORLD attests to this fact.

For further particulars about these buyers you want in Canada consult your agency, or write:

Everywoman's World

Canada's Great Home Magazine

TORONTO

New York Philadelphia London, England Chicago

Index to Advertisers

NOVEMBER, 1915

CALGARY
The Morning Albertan 4
The Daily Herald 6

EDMONTON
Journal 6

HAMILTON
News List 8
Spectator 4

LONDON
Catholic Record 8
Free Press 6

SASKATOON
Phoenix 12

TORONTO
Acton Publishing Co. 14
Canadian Farm 2
Everywoman's World 1
Maclean Publishing Co. 10
National Electrotype Co. 12
Norris-Patterson Adv. Agency. Inside Front
Stewart & Browne 8
Telegram ..... Inside Back
Thompson, J. Walter, Co. ..... Outside Back
Wilson Publishing Co. 12

WINDSOR
Record 8

Getting Business In Toronto

Ontario contains 35% of the population of the Dominion.

Toronto contains 20% of the population of Ontario.

THE TELEGRAM with 94% of its circulation local covers Toronto

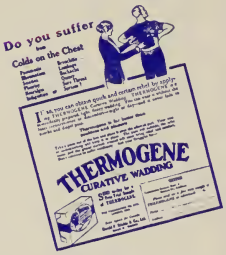
Daily Average for October

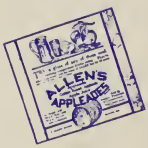
In Toronto	80,058
Outside	5,738
Total	85,796

THE EVENING TELEGRAM
TORONTO CANADA

Nothing Succeeds Like Success

Some accounts that have come to the J. Walter Thompson Agency up to October 1st, 1915.





J. WALTER THOMPSON CO., Limited, Lumsden Bldg., Toronto

Economic Advertising

A Monthly Magazine for Canadian Advertisers

VOL. 8 DECEMBER 1915 NO. 12

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By A. A. Briggs, Advertising Manager Dunlop Tire and Rubber Goods Co.

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By The Captious Critic.

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It's Service that Wins

What About 1916 ?

IF you are perfectly satisfied with your present advertising arrangements, we would not wish to disturb those relations—

BUT—
RESULTS COUNT

If you are not getting 100 per cent. Service we would like to number you among our list of satisfied clients.

If you are considering Advertising, or desirous of making your present advertising more effective —may we talk it over with you?

NORRIS - PATTERSON
LIMITED

Advertising Agency

Mail Building
TORONTO

Phones Ad. { 2231 / 2232

IT'S ALL IN THE SERVICE

ANNOUNCING

A Great Canadian Achievement!

50c. a line, Flat, for EVERYWOMAN'S WORLD for September, 1916.
More than 100,000 circulation guaranteed

BEGINNING with January issue, out December 15th, EVERYWOMAN'S WORLD delivers 100,000 circulation. (Audited statements furnished). The proven value, which EVERYWOMAN'S WORLD delivers, warrants 75c. a line for this circulation. The rate of 50c. per agate line which we announce to go into effect September, 1916, maintains our standard charge of only one half cent per line per thousand of circulation.

EVERYWOMAN'S WORLD has demonstrated again and again, on leading account after leading account, to be the foremost merchandising medium in Canada. No other value in Canada begins to approach it. Consult your agency.

Definite space in reasonable amounts for definite issues may be reserved at old low rate of only 40c., up to and including January, 1917, issue of EVERYWOMAN'S WORLD.

Place your orders and reservations through your advertising agency.

Everywoman's World

"Canada's Great Home Magazine"
The Leading Value in Canada

More than 100,000 circulation
A Great Canadian Achievement

Head Office: 62-64 Temperance St., Toronto
Offices also in New York, Philadelphia, Chicago and in London, England

Canadian Courier

commenced making sworn statements of circulation in 1911—joined the Audit Bureau of Circulations as a Charter Member in 1914, and now goes one step further for 1916, with a definite circulation guarantee proved by A.B.C. Audited Statement.

Guarantee

20,000 net paid average 1916

14 cents per line—rebate on shortage

The Supplement Service will be continued for 1916, whereby Canadian Courier advertisers may secure the benefit of a trade advertisement linked up with Consumer advertising, without any additional cost. Write for full particulars with dates of Hardware, Grocer and Druggist Supplements.

Service

Do not overlook your back cover reservations. There will not be a surplus. Write now.

Canadian Courier

181 Simcoe Street - - Toronto

Economic Advertising

Published in the interests of " more and better advertising "
Subscription Price, $1.00 per year, 10 cents the copy.

ADVERTISING RATES

	1 month	6 months	12 months
1 page	$20.00	$110.00	$200.00
½ page	12.00	60.00	110.00
¼ page	7.00	36.00	70.00

	Per Year		Per Year
Front Cover	$500.00	2nd Cover	$225.00
Back Cover	300.00	3rd Cover	225.00

Condensed Rates, 3 cents a word ; Minimum, One Dollar.

NORRIS-PATTERSON LIMITED - Publishers - Mail Building, Toronto

Vol. 8. Toronto, December, 1915 No. 12

Greetings

May an abundance of Good Cheer and Good Fellowship be yours this Christmas, and may the coming year unfold for you a Boundless Store of Health and Prosperity.

Economic Advertising

The Rotary Code of Ethics

For Business Men of All Lines

Adopted by the Sixth Annual Convention of the International Association of Rotary Clubs at San Francisco July 19-23, 1915

MY business standards shall have in them a note of sympathy for our common humanity. My business dealings, ambitions and relations shall always cause me to take into consideration my highest duties as a member of society. In every position in business life, in every responsibility that comes before me, my chief thought shall be to fill that responsibility and discharge that duty so when I have ended each of them, I shall have lifted the level of human ideals and achievements a little higher than I found them. In view of this your committee holds that fundamental in a code of trade ethics for International Rotary are the following principles:

FIRST: To consider my vocation worthy, and as affording me distinct opportunity to serve society.

SECOND: To improve myself, increase my efficiency and enlarge my service, and by so doing attest my faith in the fundamental principle of Rotary, that he profits most who serves best.

THIRD: To realize that I am a business man and ambitious to succeed; but that I am first an ethical man, and wish no success that is not founded on the highest justice and morality.

FOURTH: To hold that the exchange of my goods, my service and my ideas for profit is legitimate and ethical, provided that all parties in the exchange are benefited thereby.

FIFTH: To use my best endeavors to elevate the standards of the vocation on which I am engaged, and so to conduct my affairs that others in my vocation may find it wise, profitable and conducive to happiness to emulate my example.

SIXTH: To conduct my business in such a manner that I may give a perfect service equal to or even better than my competitor, and when in doubt to give added service beyond the strict measure of debt or obligation.

SEVENTH: To understand that one of the greatest assets of a professional or of a business man is his friends and that any advantage gained by reason of friendship is eminently ethical and proper.

EIGHTH: To hold that true friends demand nothing of one another and that any abuse of the confidences of friendship for profit is foreign to the spirit of Rotary, and in violation of its Code of Ethics.

NINTH: To consider no personal success legitimate or ethical which is secured by taking unfair advantage of certain opportunities in the social order that are absolutely denied others, nor will I take advantage of opportunities to achieve material success that others will not take because of the questionable morality involved.

TENTH: To be not more obligated to a Brother Rotarian than I am to every other man in human society; because the genius of Rotary is not in its competition, but in its co-operation; for provincialism can never have a place in an institution like Rotary, and Rotarians assert that Human Rights are not confined to Rotary Clubs, but are as deep and as broad as the race itself; and for these high purposes does Rotary exist to educate all men and all institutions.

ELEVENTH. Finally, believing in the universality of the Golden Rule, ALL THINGS WHATSOEVER YE WOULD THAT MEN SHOULD DO UNTO YOU, DO YE EVEN SO UNTO THEM, we contend that Society best holds together when equal opportunity is accorded all men in the natural resources of this planet.

WHEREFORE WOULD'ST THOU DOUBT?

THE millstone of pessimism has done its deadly work. To-day the doubter is passed unnoticed in the streets. We who are up and doing have no time to listen to his weakening wail of woe.

A year ago the panic-monger was lusty and loud in his vociferations of Canada's pitiful plight. Our fair Dominion was on the verge of caustic, commercial collapse. Inconsistent booms, intemperate speculation had laid us unprotected at the feet of the towering open-mouthed dragon of war. Nothing but gloom and disaster lay ahead.

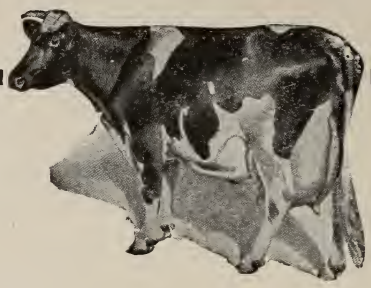
But surely this past year has sobered his senses. Canada has proved her financial soundness, business aggressiveness and faith in her future.

Where is the man who, to-day, can stand with stooped shoulders and whimpering of defeat, when exports of manufactures for the first ten months of the year totalled $116,629,394—an increase of $61,615,-672 over the same period last year? Or when exports of agricultural produce for the first ten months of this year alone have exceeded the whole of last year? In this connection it is well to remember the crop was weeks late in being harvested. The bulk of it is yet to be shipped. Authoritative sources reckon the increase of this year's crop exports over last at $100,000,000.

The railway earnings always form a good basis of judging the business activity of the country. The C. P. R.'s earnings for last October were $6,579,434—an increase of $3,258,106 over the same month last year.

In former years the chronic doubter has always taken advantage of the point that Canada sends more money out of the country than she brings in. But what sort of a leg has he got to stand on to-day? Total imports for October show a decrease of $46,252,700 over the same month last year, or in other words, in one month Canada has kept just that much more in her own country. Total exports for October show an increase of $56,719,817 over the same month last year. In one month Canada has brought just that much more money to her own shores and people.

And what are Canadians doing with this unprecedented financial increase? When we gaze at the bank deposits for October,—$1,093,379,043—an increase of $84,839,531 over the same month last year—we may sigh and say that this year of bounty has turned Canadians into a nation of miserly hoarders.



From Factories Like This Canadian Dairy Farmers Received $130,000,000 in Dairy Products During 1915

IT is from this source—the great dairy industry—that much of Canada's present increased prosperity is coming. It explains the larger rural deposits and greater resources in our Banks—resources greater than ever before in their history.

Business firms are recognizing this great field as the richest market for their products. Have you noticed where the largest and shrewdest space buyers are placing their advertising? They know where the buying power is. Take for instance, the December 9th issue of FARM AND DAIRY. It carries the largest volume of advertising of any number of that publication ever published. The largest previous issue was the December Breeders' Number of 1913—the December before the war.

Thus war conditions have so added to the prosperity of the farmer that, after a year and a half of the "greatest war in the world's history," FARM AND DAIRY, which draws its advertising from hundreds of advertisers throughout the country, representing large and small businesses, publishes in this December 9th number, an issue containing a larger volume of advertising than ever before in its history.

THIS rich field offers great opportunities for YOU.

Another evidence that farmers are progressing is the fact that this December 9th issue of FARM AND DAIRY is being mailed to more paid subscribers than any previous issue. The paid circulation of FARM AND DAIRY is now over 20,500—3,000 more than last year

Farmers themselves are advertising in this field. The December 9th issue of FARM AND DAIRY carries nearly five full pages of live stock ads. from dairy farmers and breeders of pure bred dairy stock.

FARM AND DAIRY is as necessary to the dairy farmer as the trade journal to the merchant. It is the only farm paper that makes a specialty of reaching this great dairy field.

Cover this Field with Your 1916 Campaign

FARM AND DAIRY

Peterboro — **Ontario**

Stockwell Special Agency
Chicago and New York

Rates and Full Information on Request

The Success Factors-Changing Grass to Gold

There is only one Farm Paper that makes a specialty of reaching this great Dairy Field. It is FARM AND DAIRY.

But has it? What light do bank clearings offer? The month of November, 1915, shows a total of $905,649,481 in circulation; an increase of $248,475,523, or approximately 38 per cent. over the same month last year.

Canada is easily back in her old stride again. The whole open track is before her. She is out to beat her own best record in 1916. Not only is national and international commerce in her favor. Not only are her finances on a far more sound and solid basis. Not only has her people more money to spend, but—THEY ARE SPENDING IT—WILLINGLY.

It's up to you, manufacturers. It's up to you, advertising men. Canada will win without your individual assistance in 1916. But she will win more quickly, more completely, with your most enthusiastic co-operation.

Suppose you *have* settled just how much enthusiasm and effort you will add to Canada's total in 1916. Isn't this a good time to revise those plans and ensure greater success and achievement in 1916 for you?

GOING IT BLIND

SOME manufacturers are content to advertise their product by means of so-called "general publicity." They run a series of pretty pictures in the leading magazines, plaster up the bill boards of the country with reproductions of their goods, run a miniature reproduction of these posters in the street cars, print their names and addresses in the newspapers, and proudly refer to themselves as "National Advertisers." If business increases as a result of the campaign it is decided to spend more money next year—in the same old way, of course—then more magazines carry the pretty pictures, more bill boards sport the posters, more street cars carry the cards, and more newspapers print the names and addresses.

Supposing that to these pretty pictures a few lines of good copy were attached—supposing, also, that this copy were to offer an attractive booklet to all who might be interested—supposing ditto for the posters and the street car cards—and the newspaper space—what would be the result?

The advertiser would immediately begin to receive a valuable supply of names of interested, prospective customers. These names could be credited to the correct mediums, if the advertising were properly keyed, and a strong campaign of direct advertising to dealers in districts heard from could be commenced, using the names as a lever. The useless, or non-productive mediums could be readily spotted, and gradually weeded out, and the advertising appropriation could be made to accomplish more through the elimination of waste.

IF a newspaper treats its news in a truthful, precise, straightforward manner;

If its editorial views and comments reflect sound common sense, expressed with dignity, written independently of party politics;

If its typography, news display and presswork, show care and skilful workmanship;

If its feature stories, current topics, political and parliamentary news are such as appeal to people of refinement and culture;

If its advertising columns display only the names of clean, reputable concerns and never contain objectionable publicity;

If it publishes nothing trashy or sensational;

If it is the only two-cent afternoon paper in the province;

You know at once that that newspaper offers the advertisers an excellent field for investment, for it goes into the worth-while homes of the province and its readers belong to the most intelligent class.

Such a paper is LE DEVOIR.

It readers are its strongest supporters.

Advertisers can employ it most profitably.

You should advertise through

LE DEVOIR

MONTREAL

Representative:
J. LESTER DAVIS
302 Confederation Life Bldg.
Toronto

ADVERTISING CANADA ABROAD

Peopling the Prairies Through Advertising—How International Exhibition Advertising is Creating the Big Trek to Canada from the Four Winds of the Earth

By H. R. Charlton, General Advertising Agent, Grand Trunk System

I WAS talking a few days ago to the representative of a large transportation concern in St. Paul, Minnesota.

"My duties take me regularly," said this man, "through all the cities of the Middle West and I have been particularly impressed with the wide-spread feeling of unrest that has taken hold of the community. There is a general desire to pull up stakes and move on. This is not due to the fact that business or farming conditions in this region are poor, but is the result, I earnestly believe, of the persistent, well directed, advertising campaign that the Canadian Government and the Canadian railways have been carrying on."

My observations lead me to believe that this unsettled feeling is not confined to any portion of the United States. It is a world wide condition and has been held in check only by the outbreak of war in Europe. The cessation of hostilities will be followed by the greatest trek in the world's history. As an advertising man, I believe that the dissemination of facts about the new countries of the earth has supplied the motive power to move these multitudes from the places of their birth to new scenes and pastures. This dissemination of knowledge has

H. R. CHARLTON

been carried out in various ways, but it has all been advertising with a capital "A." The compelling force of advertising has, of course, become recognized as one of the features of modern life. As a selling force it stands alone and there is no more interesting example of its power than is to be found in the migration of thousands of people to the prairie lands and rich valleys of the Dominion. For has this advertising of Canada not induced these thousands of

The National Advertisers in Canada

YOU *need* a *national* medium if your goods are sold nationally—this to reinforce all your other advertising or selling efforts.
This means that you need MACLEAN'S MAGAZINE.

Maclean's 40,000 circulation is the equivalent of a 500,000 circulation of an American magazine. This way of looking at it should make you appreciative of the *great circulation* which Maclean's enjoy.
Now consider what makes

Maclean's Magazine good

Following are the distinguished contributors appearing regularly:

Stephen Leacock	**L. M. Montgomery**	**A. C. Allenson**
Robert W. Service	**Augustus Bridle**	**C. W. Jefferys**
Arthur Stringer	**H. F. Gadsby**	**J. W. Beatty**
Agnes C. Laut	**W. A. Craick**	**Dudley Ward**
Alan Sullivan	**Hopkins Moorhouse**	**Harry C. Edwards**

These constitute a galaxy of Canadian authors, writers and artists. To have their work in a **single issue,** represents a very heavy expense, but Maclean's publishers pay the price willingly—it is an investment.

From this you will see that Maclean's is a *quality* medium of very large circulation, matchless in its appeal to Canadians.

It follows that Maclean's is an Ideal medium for a Canadian National advertiser.

Specimen copies and rates on application.

The Maclean Publishing Co. Limited

143-153 University Ave., Toronto

ALSO AT

MONTREAL WINNIPEG NEW YORK BOSTON
CHICAGO LONDON, ENG

men and women to trust their fortune and their future on a journey over-seas to a land of which they have not a first-hand knowledge.

I want to mention one feature of this publicity campaign for the attraction of new citizens to Canada. This is the work which has been done at the international expositions held in the various great cities of the world. Moses painted a picture of the Promise Land and he induced the Israelites to spend thirty years under his leadership. Cæsar drew a picture of the conquest of Gaul and so stirred the imagination of the Romans that he was thrice offered a crown. In these exhibitions held outside of Canada, the Grand Trunk System has attempted to give other nations a picture of the Dominion with her rich unoccupied lands and her unequalled opportunities for the settler. The reward has been the settlement of the lands along the line and the general betterment of Canada.

Since 1900 the Grand Trunk has been represented at each of the great exhibitions and at most of them it has erected its own building in order that its display might be housed in a manner thoroughly satisfactory and befitting the dignity of an exhibit which advertised not only a railway but a new empire.

Some of the exhibitions at which the Grand Trunk has made a display, together with the awards obtained, are illustrated herewith in chart form. It will be seen that they include such widely separated points at Tokio and Brussels.

In addition to these large exhibitions all the principal smaller

EXHIBITIONS AT WHICH THE GRAND TRUNK RAILWAY HAS MADE DISPLAYS

YEAR	EXHIBITION	AWARDS
1900.	Paris, France	Diploma and Gold Medal.
1901.	Pan-American Exhibition, Buffalo	Commemorative Diploma.
1902.	Art Exhibition, Wolverhampton, Eng.	Commemorative Diploma.
1903.	Fifth National Industrial Ex., Tokio, Japan.,	Diploma.
1904.	Universal Expo., World's Fair, St. Louis, Mo.	Two Gold Medals.
1907.	Tercentennial Expo., Jamestown, Va.	Two Gold Medals.
1908.	Franco-British Ex., London, Eng.	Grande Prix.
1909.	Alaska-Yukon-Pacific Exposition, Seattle, Wash.	Grande Prix, including Diploma and Gold Medal.
1910.	Brussels Universal and International Expo.,	Grande Prix and Diploma.
1911.	Festival of Empire Ex., London, Eng.	Two Gold Medals.
1911.	Coronation Exhibition, Shepherd's Bush, London, Eng.	Commemorative Diploma.
1912.	Crystal Palace Exhibition, London, Eng.	Gold Medal.
1915.	Panama-Pacific-International Exposition, San Francisco, Cal.	(now being held).

A Profitable Market

MAKERS of meritorious goods desiring wider markets will find it to their advantage to investigate Hamilton, the City of Factories, with an increasing pay roll, running up into millions of dollars annually.

The Herald newspaper is the best medium for results, greatest in influence, and reaches more citizens who are influenced in their purchasing by newspaper advertising than any other city newspaper.

Get in touch with us for rates

Herald Printing Company of Hamilton, Limited

LARGEST CROPS

of the West, according to Government Statistical Information, are this season in the Goose Lake Section, immediately adjacent to the City of Saskatoon. Enquiries show that there is practically not one crop failure.

THE SASKATOON PHOENIX

serves this section thoroughly, being the only morning paper in the northern part of Saskatchewan that covers this district. The farmers will have more money to spend this year than ever before. Mr. Advertiser, now is the time for you to get your goods before the people of the Saskatoon District.
For rates and information apply to the Saskatoon Phoenix or to

EDGAR J. GUY
Eastern Representative
Canada Life Building, Toronto

Highest Grade ELECTROS AND STEREOS

PROMPT AND EFFICIENT SERVICE

THE NATIONAL ELECTROTYPE & STEREOTYPE Co. Ltd.
229 Richmond St. W.
TORONTO
TELEPHONE AD. 16.

exhibitions that have taken place in the United States and Canada have found the Grand Trunk represented there, also at the principal Sportsmen's Shows that have been held in different cities of the United States and Canada during the past few years.

At Toronto the company maintains a permanent pavilion which is used for the great annual exhibition held in that city.

I am convinced that exhibition advertising is publicity of a very valuable kind. It forms, of course, only one section of our campaign for we use extensively space in the daily newspapers and in the national periodicals and issue each year tens of thousands of copies of illustrated booklets and folders descriptive of the farming, sporting, industrial and holiday centres of the Dominion. One advantage that exhibition advertising has, lies in the fact that it is concrete and real.

The prospective settler has presented to his view examples of what the soil will produce in the form of magnificent grain, fruit and other products. He sees what Canadian landscapes look like and what her cities, harbors, shipping, railroads and water powers offer. The sportsman and tourist is induced to explore new regions by displays of big game heads and mounted fish. Settler and tourist also have an opportunity of obtaining first hand information from men who actually know the country, who are enthusiastic about its possibilities and can convey their optimism to the enquirer in a manner that is difficult to convey through the printed word, the half tone cut or the line etching.

The direct results that advertisers look for can be traced to these exhibitions. If the enquirer is interested enough in Canada and its posibilities to leave his name and that of his residence, the traffic organization of the railway will follow the matter up and the man who, may be, in a moment of idle curiosity walked through your exhibition building, becomes the passenger who rides on your line, settles in the country which it serves and ships his freight by your road.

* * *

Lieut.-Col. E. H. Tellier, for several years connected with Montreal papers, and now stationed at Quebec, has recently received a promotion.

Let The Other Big Advertising Men

in Canada turn the magnifying glass of their experience onto your problems and efforts by giving you an insight into how they solve their own.

Economic Advertising is the accepted vehicle of Canada's best Advertising and Selling Brains.

Each issue is well worth the full subscription price of one dollar.

Be honest with yourself in 1916. Let Economic Advertising talk to you — intimately — constructively — every month. Send your dollar through to-day.

ECONOMIC ADVERTISING
MAIL BUILDING, TORONTO

QUALITY is a vague term, which, applied to Acton printing, expresses the positive capacity of our staff and equipment to give every buyer of printing the very best value for the expenditure he is making.

DESIGNERS
COPY-WRITERS
PRINTERS

WRITE, WIRE OR PHONE

ACTON
Publishing Company, Limited
Corner Queen and Gwynne Avenue
TORONTO

TEL. PARKDALE 4171
Jas. Acton, President

MONTREAL: 13 Coristine Bldg.
J. J. Gallagher, Managing Director

THE TIME ELEMENT IN ADVERTISING

Advertisers Too Impatient of Results—Advertising, Like the Seed, Takes Time to Yield Fruitage—How It Works Out—Persistence an Absolute Essential

By J. F. Jacobs, Senior Member of Jacobs & Co., Clinton, S.C.

I AM an enthusiast on advertising as a science. I believe that the time is rapidly approaching when the natural laws of advertising will be accurately defined as a science.

Two hundred years ago there was no such thing as the science of economics. To-day the study of that science has its place in every well regulated college the world over. A thousand years ago there was no such thing as the science of astronomy. A false astrology prevented its development. There was also no such thing as the science of chemistry, a false science of alchemy taking its place. And just as the modern sciences of chemistry, astronomy and economics have emerged from the ignorance of the Middle Ages, so in coming years will the new sciences of advertising, worked out in the experience of thoughtful men, be recognized as a real science and the underlying principles upon which successful advertising is based will be taught and recognized universally.

I invite your thoughtful consideration of one of these underlying principles—The Time Element in Advertising. A proper recognition of this principle may be expected to conduce to more successful advertising. Ignoring the principle invites disaster in advertising expenditure.

THE IMPATIENT ADVERTISER

There are not a few advertisers who, on contracting for advertising space and putting out their advertising copy, expect immediate results commensurate with the contemplated outlay. Others expect the results have been attained by the time the invoices are rendered for the advertising. In other words, many advertisers are impatient of results, feeling that when they lay down a bank note upon the counter they should receive the value of the bank note in goods. They purchase so much advertising space and expect that space to immediately produce sufficient to pay them back what they spend plus a profit. This expectation is seldom met by any type of advertising. The proposition advertised may be a thoroughly merchantable one. The media selected may be the very best for the purpose. The advertising copy may be convincing, interesting, and effective; the illustration may be attractive and illuminating; the execution of the advertising may be as nearly perfect as human affairs will permit, and yet the results on the completion of a given advertising order may not

18000 HOMES

And a large number of additional readers, may be reached and influenced daily through

THE MORNING ALBERTAN

— At Calgary —

Tell Your Story To Them.

Ask your Agency for Rates.

A Message of Prosperity from — ST. CATHARINES

The busiest and most prosperous city in the Dominion of Canada

Her factories are now working at high pressure, and in spite of the drainage through recruiting, her population has grown by nearly 1,000 over 1914 from the extensive influx of skilled mechanics to make munitions.

During the year more than 15 retail stores were opened, two new theatres, a new telephone exchange, a sanitary dairy, two new schools, two high level bridges, an ice manufacturing plant, and four manufacturing concerns. The building permits for the 10 months of the year amounted to $349,555.00, which is more than the total permits for the year 1911.

The circulation of the STANDARD has increased on the average over 700 copies daily, during the year.

Daily average circulation (gross) for October, 1913 was 5298
" " " " " " 1914 " 6584
" " " " " " 1915 " 7337

A new rate card goes into effect January 1st, 1916

Business under prospect now, of which we are notified, will be accepted at the rate card now in force.

City Assessment 1914 was $12,480,185

The Standard Printing Co., St. Catharines, Ont.

Members American Newspaper Publishers Association.
Members Audit Bureau of Circulation. Members Canadian Press Association

be commensurate with the expenditure. In such case many advertisers—I might say the majority of advertisers—are seized with disappointment, condemn the media and copy, become discouraged, and immediately declare that advertising does not pay in their business, or that copy or media used were worthless. I have known this to occur many times in an advertising experience of the last seventeen years, and in a large percentage of those cases I have known the conclusion to be an incorrect one, and the disappointment unjustified by the facts in the case.

The reason for this disappointment is lack of recognition of the fact that the time element in getting advertising results is just as essential as the intellectual element or the money element.

SUCCESS TAKES TIME

Permit me to announce the principle in a formal statement. Successful advertising involves lapse of time as well as investment of money, and application of thought. In other words, you may have a thoroughly merchantable proposition and apply the best of brain in promoting it. You may invest a reasonable sum of money in financing the promotion, but you must also be ready to wait for the results.

This statement might be accepted by everyone, but at once the question arises, "How long must we wait?" And on that question there is a wide divergence of opinion due to lack of appreciation of the process of the propagation of information through publicity. It is essential that we understand the process in order that we may reasonably estimate the lapse of time necessary before a conclusion can be reached as to the effectiveness or inefficiency of an advertising campaign.

THE MENTAL PROCESS OF THE READER

Now, in order to produce results in advertising, assuming that you have a thoroughly merchantable proposition—one which, when understood, is recognized as attractive—and assuming that your copy attractively presents the proposition, and assuming that you have spread that copy through the proper media before the class of people who would normally be customers for the proposition, you must recognize the fact that it is necessary, first, to get the attention of the reader before you can get results.

The Parable of the Sower teaches us that when grain is scattered upon the field some of it falls among thorns, some of it is eaten of the birds of the air; some of it falls on stony ground, and hence quite a proportion of the seed is unproductive.

This is the case with advertising. It is not possible to secure the attention of every reader of the publications used. Very few readers begin at the beginning of a publication and read to the end, including reading matter and advertising. Popular reading is usually done in a selective manner.

Is Your Dealers' Co-operation Real?

During the Summer months, this year, a large educational advertising campaign was successfully tried out in The Wilson List of 200 Country Weeklies with

155,000 Guaranteed Circulation
(96 per cent. in Ontario)

Three hundred inches of space were used, an average of about eighteen inches weekly.

What Did the Dealers Do?

They advertised direct through the local papers.

Display cards were used systematically; window dressing was carefully planned and cleverly executed.

In short, they became real, live, co-operative selling agents.

But this campaign could not have been such a success had not the connecting link been formed between the producer, the dealer and the consumer

By the Wilson List of 200 Local Newspapers

Get full particulars of our successful plan for enlisting dealers' real co-operation and ask for copy of "Rural Ontario Advertising."

The Wilson Publishing Company
73 West Adelaide Street Toronto, Ontario

One reads what one wishes to read and skips what one wishes to skip, and the material skipped is always, or usually, much more considerable than the material which is read. Consequently, a large percentage of the readers of any given publication or line of publications do not at first see your advertisement; that is, their attention is not attracted to it. The smaller the advertisement, the larger the number of people who are less likely to see it at the outset, but the more you repeat the advertisement, the larger the percentage of the readers who are likely eventually to see it and read it. If you wish quick results it follows that large copy should be used. If you are willing to be very patient, and you wish to be very economical, it follows that you may use very small copy, provided only that it is large enough to carry fully a statement of your proposition; but in that event you must be more patient in waiting for the results, and must be more persistent in the repetition of your copy.

INITIAL SALES

The first prime idea, then, is that a large percentage of the people are inattentive to any proposition advertised anywhere, and that their attention must be secured before they can be induced to become customers. Hence, at the outset of any advertising campaign, relatively but few people read the advertising; fewer still are convinced by it, and enthused by it to the point of purchase, but those few represent the vitality of the advertising campaign. They purchase the goods. If the goods are deserving of advertising they will please the customers, and pleased customers, propagate advertising, so that while you might reach a million readers with your advertising campaign, and interest and sell only a few dozen of them at the outset, that few dozen is increased proportionately in subsequent advertising, and if the advertising is persistent the initial purchasers become more and more numerous. However, it is seldom the case that initial purchasers buy sufficiently in their initial purchases to justify the advertising expenditure.

We must look beyond the first purchases by the first purchasers in order to secure sufficient results to justify the advertising appropriation, and here comes the necessity of recognizing the time element.

Let us return to the Parable of the Sower. When the sower went forth to sow, he did not go forth the next day to reap. He waited for days and weeks and months before his crop was ready. Then he went out and harvested it. He did not harvest a crop from the seed which fell upon stony ground, or among thorns, or the seed which was eaten by the birds of the air. His crop resulted only from the seed which germinated, and reproduced, some thirty fold, some sixty fold, some a hundred fold. That seed when garnered was in the next season resown and multiplied itself again, and in the third season resown again, and multiplied itself again. The result

of course, is not an arithmetical, but a geometrical development of results.

The case is paralleled in an intelligently directed, persistent, advertising campaign. The initial customers buy, but buy lightly, and they are few and far between. They recommend the goods, however, to their friends. They are enthusiastic over their purchases. They boast of their bargains of quality or price. The consequence is that other buyers are induced on their recommendation to make purchases. They in turn are pleased, and they also recommend other buyers to buy, so that each pleased customer becomes a walking advertisement of the proposition, spreading the news of the quality of the proposition far and wide.

HOW THEY GROW

Each initial purchaser might be regarded as a sort of inoculation of the community in which he lives with the virus of the proposition, that inoculation resulting in the spread of trade just as inoculation with a virus results in the spread of germs throughout the body and the propagation of millions of other germs of the same type. Moreover, pleased customers when they find themselves pleased with a purchase are likely to repeat their business year after year, or from time to time, as their needs occur.

The advertiser then has three sources of income from his advertising; first, the initial sales of initial purchasers. This is a small source of income. Second, repeat sales from time to time from initial customers, which is a much larger source of income, and third, first purchases and repeat purchases from people to whom the proposition has been recommended by other purchasers. We will call these sales collateral sales, and this constitutes the big crop of results from the advertising.

In order to secure collateral sales in large quantity it is, of course, necessary: first, for the advertising to be printed, to be read, to interest the reader, to result in initial purchases. It is further necessary for the goods to be delivered, to be used, to please the customer, and then for sufficient time to elapse for that customer to advise his friends and relatives that he was pleased. That advice may be repeated through years and years, to scores of individuals, who in turn become purchasers and repeaters.

The impatient advertiser is not willing to await results in the way of collateral sales, nor even willing to await results in the way of repeat orders from initial customers. He expects a flood of orders from every reader of his advertisement, and assumes that every reader of a publication necessarily is a reader of his advertisement. Hence the disappointment.

AN ILLUSTRATION

Hasty, impatient advertisers are likely to give up their advertising campaigns and get very little out of them. They are likely also to fail to attribute what they do get to the advertising which they have done. To illustrate: Some years ago a metal shingle manufacturer placed with my house an order for

something over $4,000 worth of advertising. The copy was prepared, designs made, electros sent out to the papers, and the advertising developed up to the value of about $2,000. Invoices were rendered for the first and second months, and when the advertiser received the second month's invoice he ordered the advertising cancelled, saying that his inquiries were costing him about $8.00 each, and that he had only sold $500.00 worth of goods, while the advertising invoices amounted to $2,000. I wrote him, pointing out the fact that he had only waited two months for results, that he had not given sufficient time for the advertising to bring results, that his inquiry cost would no doubt be reduced from $8.00 to something like $6.00, that $6.00 was not a high price to pay for inquiries on a proposition where the sales would probably average in excess of $100.00 per sale, and where the percentage of sales to inquiries would probably be at least one out of two, and where the repeat orders would likely come in from a large percentage of the initial buyers. However, my customer insisted that the advertising was no good, that he had lost a lot of money and didn't care to lose any more. Sixty days later, I asked him for information as to the cost per inquiry, number of inquiries and quantity of sales. He replied that the sales were over $2,000.00, and his inquiry cost was down to approximately $6.00 per inquiry. Six months later one of our salesmen called on this advertiser, and was told that his factory was working over time, and was sold beyond capacity, that the only advertising he had done was the $2,000.00 worth of advertising done on the contract given to us; that he was much pleased with the advertising; many dealers had stocked the line; sales were magnificent, and that he never expected to advertise with anyone else; and would begin advertising again when he could get his factory enlarged so as to produce more goods.

Thus, within eight months from the time when the advertiser thought his advertising campaign a complete failure, his point of view was changed to the theory that it was a magnificent success. That particular advertiser was most fortunate. There are not so many who can get results so rapidly as he did.

ANOTHER ILLUSTRATION

I have in mind another advertiser—a mineral water proposition. The advertiser was persistent. He was determined to popularize his proposition. He guaranteed the quality of the water, money back if not satisfied. He had never sold a drop of water until he placed an account with us, an expenditure of $600.00. The results came in quite slowly, and at the end of the year the combined result of the advertising and the sales effort of the owner of the spring was a total of only about $3,000.00 of sales. On the face of it the campaign was not a success, if judged from the standpoint of one year's experience, where a

large part of the sales had been made by the personal efforts of the owner of the spring; sufficient time had not elapsed for the water to become popular in the area in which it was advertised. The second year he spent with us $3,000.00. His sales exceeded in the second year $20,000.00. The third year he spent over $6,000.00, and his sales were $102,000.00.

Now the first year a large percentage of the mail order sales were initial purchases, carrying the keys shown in the advertisements, and hence identified as initial purchases. These buyers, however, repeated their order from time to time. The second year the traceable keyed business was much smaller in ratio to the total business, and the third year the ratio was twelve to one; that is, twelve times as much repeat business and collateral sales as initial business. This year it is anticipated that the total sales will exceed a quarter of a million dollars on an advertising appropriation of something over $12,000.00, and it is likely that the percentage of repeat business and collateral business will be even larger in proportion to the initial keyed mail order sales, for as the expenditure for advertising increases the territory has to be widened, the express rates are higher, and greater handicaps therefore apply on getting business, so that the advertising cannot be expected to be as effective initially, though fully justified by the magnificent results in repeat business and collateral business.

I might give you scores of other illustrations of like character where results are at first disappointing, but later increase in volume and eventually swell into such proportions as to make magnificent successes.

PSYCHOLOGICAL EFFECT OF ADVERTISING

But the point which I wish to accentuate is that the advertiser should be patient, as patient as a successful fisherman. A fidgety fisherman catches but few fish. It takes patience, it takes long waiting to get the right results, and persistent advertising, in order to build the biggest results. For every time you reach a reader with an advertisement about your proposition you add something to the conviction which that reader already perhaps possesses from having read other advertisements in previous issues of his paper. The more often he sees your advertisement, the more he comes to have confidence in your proposition. Indeed, you may take any proposition, even a falsehood, and if it is repeated sufficiently often you will find not a few people who will come to believe it simply because it is a reiteration. The statement of a truth may be at first advanced. The repetition of the statement adds strength to it, and a reiteration of the statement over and over again gradually accumulates conviction. It is on this principle that the imperative in advertising copy is effective. You tell the public to do a certain thing, a simple imperative; for instance, "Drink Coca-Cola," only two words, but repeat it millions of

times. Have the public read it over and over, and over again. Eventually without any good reason for drinking Coca-Cola other than that they are told to drink Coca-Cola, people will begin to try it. If they like it they will repeat. If they continue to repeat they may become perhaps extensive users of the drink. Or, take another illustration: you walk up to a soft drink counter. Your friend asks you what you will have. There are scores of soft drinks from which you may select. You have been reading Welch's Grape Juice advertising. You have no particular favorite drink. You have seen the Welch's Grape Juice advertisement time and time again, so much so that it has impressed itself upon you, and you are carrying it in memory without really realizing it. Your subconscious memory comes to your assistance and you say, "Give me Welch's Grape Juice." It is because you have seen the advertising repeated time and again. The iteration and reiteration made you call for Welch's Grape Juice rather than somebody else's Grape Juice, or rather than merely ask for Grape Juice.

PERSISTENCE AN ABSOLUTE ESSENTIAL

Persistency in advertising, the reiteration and iteration of your proposition, gradually interests more and more of the possible customers in your field of operation, and the more customers you secure, if they are pleased, the more they repeat the news of their satisfaction to others, lead others, to adopt your proposition and use it. It is in this way that business is propagated. Everyone recognizes the necessity of brain in business propaganda. Everyone recognizes the necessity of money in business propaganda, but everyone should also recognize the necessity of time in business propaganda, before checking up for results, and it is that point which I wish to accentuate, because so many really successful campaigns are quashed in their infancy through the impatience of the advertiser, and through lack of recognition of the fact that it takes time to make an advertising crop, just as it takes time to get a crop of pecans from a pecan grove, or a crop of oranges or grape fruit from the citrous fruit orchard. Not so long perhaps as it takes for securing results in nut growing or in citrous growing but nevertheless it takes a considerable period, on some propositions perhaps six months; on most propositions, where the goods move through second hands, from a year to two or three years. Indeed, to put a proposition on a fine financial basis, making it a big dividend payer, I should say that the advertiser ought always be willing to wait three years for his maximum results; or in other words, dividend paying results, for maximum results are never reached until a line of trade is monopolized.

I have had the opportunity in the last seventeen years to analyze thousands of advertising experiences. Many of them were re-

markable successes and so recognized by the advertisers. A considerable percentage, however, were superb successes, not recognized by the advertisers, and not a few of those became failures simply through the impatience of the advertiser and his unwillingness to back the proposition to a productive basis, his unwillingness to recognize the fact that it takes time to grow a crop, and that it takes time to propagate information about any proposition, commercial or otherwise.

Have you not frequently observed that a candidate runs for office, is defeated,—runs again, securing a larger vote, but is defeated,—and running a third time wins out? I have observed this to occur in scores of instances. The persistent candidate almost always wins. Why? Simply because he is persistent. He recognizes the time element in advertising. He knows that his friends, once having voted for him, are likely to repeat their vote, and are likely to influence more and more people to vote for him as he repeats his candidacy. The advertiser is a candidate for trade. If he fails to be elected the first year and runs again the second year, he will get a larger volume of trade. If he runs the third year he is likely to be elected. In other words, is likely to get results fully commensurate with and more than commensurate with his total expenditure. After that, it is an easy thing to keep on spending and keep on receiving much more than is spent.

THE IDEA BEHIND THE RECENT DUNLOP TIRE CAMPAIGN

Interesting the Adult Through an Appeal to the Child—A New Kind of Competition that Endeavored not Only to Influence the Present Generation of Buyers, but Make "Solid" the Vote of the Future Probable Users.

By A. A. Briggs, Advertising Manager, Dunlop Tire & Rubber Goods Co. Limited

A SERIES of ads. with, at least, two direct and two indirect appeals — there you have the "Famous Pictures." Going back to 1911 and recalling the hangers, etc., which had been issued from time to time, it was fair to assume that certain pictures had come in for a goodly reception at the hands of auto dealers and manufacturers.

Few of these pictures, of course, had been seen by the tire user or consumer, so that the appearance of "old" pictures in newspapers from coast to coast was "new" material for the ultimate buyer of Dunlop tires.

The first direct appeal was to the actual tire user. Therefore, the wording of the ads. was designed to influence mature minds.

The second direct appeal was to the inquisitive quality of youngsters under fifteen years of age, but the regulations governing the con-

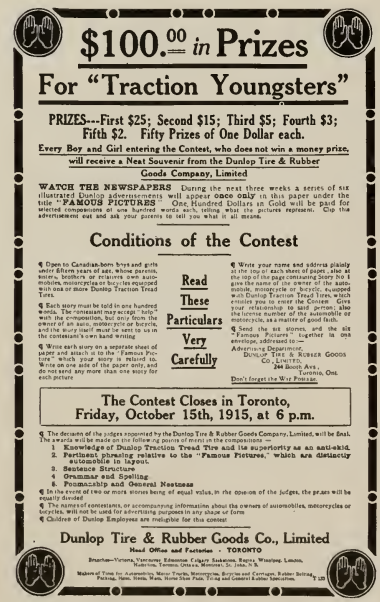
test made that inquisitiveness work back via the owner of an auto, motorcycle or bicycle. In brief, the conditions were:—

A. A. BRIGGS

"Open to boys or girls under fifteen years of age whose parents, fifteen years of age whose parents, sisters, brothers or relatives own automobiles, motorcycles or bicycles equipped with one or more Dunlop Traction Tread tires. Each story must be told in one hundred words. The contestant may accept 'help' with the composition, but only from the owner of an auto, motorcycle or bicycle, and the story itself must be sent to us in the contestant's own handwriting."

It will be seen by the above that plans were deliberately made to keep the number of contestants to the minimum. Quality not quantity was wanted. This meant the immediate elimination of all the undesirable element usually lying in wait for contests—people who never can buy your product in a million years—and what is probably more important: it meant the elimination of that detail which destroys the efficacy of the average contest by destroying its honesty.

The writer has had to handle contests in other lines of business, where many of the rules laid down were broken through after developments, though the intentions of the company in question were the best. The mass of replies simply led to snap verdicts and, while no such thing happened as attributed to that big London newspaper



$100.00 in Prizes

For "Traction Youngsters"

PRIZES---First $25; Second $15; Third $5; Fourth $3; Fifth $2. Fifty Prizes of One Dollar each.

Every Boy and Girl entering the Contest, who does not win a money prize, will receive a Neat Souvenir from the Dunlop Tire & Rubber Goods Company, Limited

WATCH THE NEWSPAPERS During the next three weeks a series of six illustrated Dunlop advertisements will appear **once only** in this paper under the title "**FAMOUS PICTURES**." One Hundred Dollars in Gold will be paid for selected compositions of one hundred words each, telling what the pictures represent. Clip the advertisement out and ask your parents to tell you what it all means.

Conditions of the Contest

Read These Particulars Very Carefully

¶ Open to Canadian-born boys and girls under fifteen years of age, whose parents, sisters, brothers or relatives own automobiles, motorcycles or bicycles equipped with one or more Dunlop Traction Tread Tires.

¶ Each story must be told in one hundred words. The contestant may accept "help" with the composition, but only from the owner of an auto, motorcycle or bicycle, and the story itself must be sent to us in the contestant's own hand writing.

¶ Write each story on a separate sheet of paper and attach it to the "Famous Picture" which your story is related to. Write on one side of the paper only, and do not send any more than one story for each picture

¶ Write your name and address plainly at the top of each sheet of paper, also at the top of the page containing Story but on no account write on the back of the automobile, motorcycle or bicycle, occupied with Dunlop Traction Tread Tires, which entitles you to enter the Contest. Give your relationship to said person; also the license number of the automobile or motorcycle, as a matter of good faith.

¶ Send the six stories, and the six "Famous Pictures" together in one envelope, addressed to —

Advertising Department,
DUNLOP TIRE & RUBBER GOODS CO., LIMITED,
246 Bloor Street West,
TORONTO, ONT.

Don't forget the Way Prepaid.

The Contest Closes in Toronto, Friday, October 15th, 1915, at 6 p.m.

¶ The decision of the judges appointed by the Dunlop Tire & Rubber Goods Company, Limited, will be final. The awards will be made on the following points of merit in the compositions —

1. **Knowledge of Dunlop Traction Tread Tire and its superiority as an anti-skid.**
2. **Pertinent phrasing relative to the "Famous Pictures," which are distinctly automobile in layout.**
3. **Sentence Structure**
4. **Grammar and Spelling**
5. **Penmanship and General Neatness**

¶ In the event of two or more stories being of equal value, in the opinion of the judges, the prizes will be equally divided

¶ The names of contestants, or accompanying information about the owners of automobiles, motorcycles or bicycles, will not be used for advertising purposes in any shape or form

¶ Children of Dunlop Employees are ineligible for this contest

Dunlop Tire & Rubber Goods Co., Limited
Head Office and Factories - TORONTO

Branches—Victoria, Vancouver, Edmonton, Calgary, Saskatoon, Regina, Winnipeg, London, Kingston, Toronto, Ottawa, Montreal, St. John, N. B.

Makers of Tires for Automobiles, Motor Trucks, Motorcycles, Bicycles and Carriages, Rubber Belting, Packing, Hose, Heels, Mats, Horse Shoe Pads, Tiling and Cement Rubber Specialties. B 128

publisher who, blindfolded, stuck his hand into a mass of replies and said of the first one touched,

"This is the winner," still such unfair things as picking out winners "So that every province will be represented" and ignoring the actual selection of the judges because "their choice of a name would not be original enough for advertising purposes" did happen.

The Dunlop contest played no favorites and not a single rule was broken. The best proof of this is in the actual list of winners themselves. The Province of Saskatchewan made a clean-up, capturing first, second and fourth, while that province and Ontario accounted for five winners. It will be easy for anybody to see that if "balance" had been the desired goal, Winner Number Three would have been placed in position Number Two so as to bring Ontario up; also greater partiality would have been shown to contributions from other provinces after the first and second winners had been selected.

Then, the Dunlop Contest was probably unique in that what would have been a debarment in the usual contest—a grown-up person having a finger in the pie was actually welcomed in the Famous Picture Contest. As will be noted from the enumeration of rules and regulations elsewhere, help from older persons was permissible. While the bairns of to-day are probably the buyers of to-morrow, the Dunlop Contest aimed not only at long range pioneer work, but also to the immediate appeal; the child had to ask questions of a parent, relative or friend who owned an auto, motorcycle or bicycle. Can a matured prospect talk to a youngster about certain points in a certain make of tire without said

assimulation of material in that prospect's mind making an impression on himself?

The winner of the contest—a little Western girl of eleven—outdistanced the other four winners (boys) simply because some older person ostensibly checked up the stuff for her—gave it snap and coherency. Would a child of eleven think of such phrases as "The flag that's braved a thousand years," and "like Canada's brave soldiers you are British to the core?" Not much, but the youngster wrote it out in long hand—and no doubt, had something to do with the skeleton. Her neatness and penmanship, also, eclipsed

that in all the other contestant's contributions.

The youngsters that strode off to a corner by themselves to evolve stories out of their own heads obviously failed to be amongst the first winners, though every youngster that entered the contest received a cash souvenir, for their interest in same. It was when the kids did their own thinking without a matured mind to supervise the creation that humor crept into the product. One of the youngsters in writing about picture No. 4—the tire and train standing together with the lake in the background—concludes—"The tire had come through the water and up the slippery bank."

In story No. 5 this same prize winner reaches the verdict, "It only takes two hands to make the tire." Here, of course, we get a sort of play on the bicycle phrase, "These are the only tools you'll need." Later on a contestant of twelve, notes: "Handy Andy has a very small body for the size of his head, but I guess he has got a swelled head with the praise he has got for making good tires."

Still another winner wrote, "As I travelled across the continent I inspected the Dunlop factories at the many cities and towns." As Dunlop factories and head office are located in Toronto only—branches being in all the leading cities—the above statement was only fanciful. In story No. 6 a Western Ontario boy says: "The leadership of the tires is also shown

by the tread of the tire which is seen around the world, everywhere you go." If "Canada" had been substituted for "the world" this statement might have been considered O.K. The same boy in writing a story about the two hands unburdened himself of this thought: "For twenty-seven years he has acted as guarantee and never yet had to give himself up, even though the output of the factory is growing larger and larger year by year; thus Handy Andy is the best man in the factories." Of course, Handy Andy is just a figurative character worked out from the two hands trade mark.

One of the indirect appeals in the contest was the appearance of not only British tars and Tommies in two of the pictures, but also of representative likenesses of soldiers of our allies in the other four pictures. The "Famous Picture" Contest was undoubtedly the first advertising of any kind in Canada to utilize this treatment of the war in this way. Another indirect

appeal lay in so wording the ads as to bring out in the stories, at least, a relative idea of the aims, growth, and genuineness of the Dunlop business. Naturally, this appeal was most effective in the last ad. where the two hands trade mark is featured under the title "Silent partners." The character "Handy Andy" which was created at Christmas time, 1913, is, in the ad. referred to, designed to look like a soldier guarding the people's interests at the Dunlop works. The appearance in another portion of the same ad. of the British Tommy and Jack Tar "guarding us all," of course, led the way to sentimentality and the result was probably the "best writing" of the lot.

An appeal that had nothing whatever to do with the advertising—except that the spirit of it lurked in waiting for a chance to mature, was the aftermath. In other words, the news value of the results. It so happened that the list of winners meant big news to the province of Saskatchewan. Therefore, every newspaper in that province was given the story first. Saskatchewan by her individual triumph also secured a triumph for the West, so that newspapers in Manitoba, Alberta and British Columbia were next given the results. To the East there was the usual interest of known personalities in the Contest, which at two places—Goderich and Midland—took on strong local news value.

In this way by making the famous pictures of an original character, and keeping them boldly patriotic—more value probably accrues as a result of the ending of the contest than accrued from the actual starting of it. Thus it may be claimed is an indirect relic of the usual advertising contest where the main desiderata seem to be the martialing of all the big guns at the outset to attract widespread interest, then making the conditions such as to stifle cumulative results by failing to guard against the losers being disgruntled. There were no losers in the Dunlop Contest. As stated before, every contestant got something of value. It might be said that the contest was a "family affair," because it brought the children of Dunlop tire users into the limelight.

Another phase of the "Famous Picture" Contest—there can be no reaction such as often comes when "send a wrapper with each guess" is part and parcel of the ads. And still another point we are liable to forget in contests of any kind—the effect on the many thousands who do not enter. In this case the manifest quality of the pictures, the originality of the treatment, the British atmosphere surrounding the whole thing, the genuineness of the rules and regulations, the absolute lack of attempting to put over an "introductory order," must have made a beneficial impression on each and every person who noticed the ads, even if only in a cursory way.

THE POWER OF THE PREMIUM

Just Why Premiums Secure Circulation—Points for the Anti-Premium Advertiser—Sensible Premiums Bring In a Good Class of Circulation

By J. L. Middleton, Eastern Representative, The Canadian Thresherman & Farmer, and Motor & Sport, of Winnipeg, Man.

THOSE who are inclined to deprecate as undignified the use of any method of increasing circulation except the one method of publishing a good paper, are now comparatively few. The necessity, from a financial standpoint, of coping on an equal footing with your competitors, overshadows most of the finer sentiments of the idealist publisher. A paper must be advertised the same as anything else that is for sale. How to get circulation is always a problem. A farm journal which already leads in its field is ever alert to increase its circulation. Its competitor is constantly doing something to forge ahead, keeping the large publication on the move to hold its own. The question how to keep its circulation as well as to increase it is the thought, every second, of every live publisher, because "circulation means advertising, advertising means money, and money means success with a regular and satisfactory income."

When I first studied circulation problems, I held that premiums, prize contests, etc., savored of bargain counter methods, and should not be countenanced—that a paper's circulation should be built strictly on the merits of the paper. While my theory, as such, may remain intact, yet observation and experience have taught me that these things will most assuredly get the business, and, after all, that is what is wanted.

There is hardly an agricultural journal to-day that at some period does not secure its foundation of circulation by premium inducement or bargain offers of some kind. Nor do I believe there is a publication in the Dominion, with one or two possible exceptions, that can hope to keep its circulation without an incentive to its readers. Either they adopt cut-rates, institute prize competitions with subscriber agents, or they give directly a premium either in part or whole payment of subscription. They are simply different methods of obtaining the same end.

The leading farm papers and magazines to-day are forced to give premiums and there are only a very few of the several thousand published that have succeeded in actually building circulation without giving premiums or an incentive of some kind. They, like our leading newspapers, give premiums for circulation and keep continually at it to keep their subscribers. Of course, the methods adopted are legion, but the papers that have forged ahead are those that have used premiums and not those who have depended entirely on the merit of the publication.

When such publishers as the Curtis Publishing Co. and the *Farm Journal* are continually alert for new ideas, in connection with premiums, as an incentive to keep their circulation forging ahead, there can be no doubt in the minds of those who have studied the question that no organization today can keep its circulation without offering at least as great inducements as their competitors.

The premium it would appear, therefore, is the "little straw which breaks the camel's back of buying prejudice." Its mission is to make propaganda for the publisher—to create, and hold the good will of the subscribers. To have their good will is life to every publishing house, and service to the advertiser. The premium to a great extent today solves the circulation problem. It places the publisher in a position where he may say "buy here and get your money's worth." And he can prove it. Aside from the fact that the paper speaks for itself, the premium serves as the substantial evidence which clinches the argument by placing in the hands of the reader, a portion of the money he has spent, and for which he has already received full value.

The adoption of premiums by manufacturers themselves, is another matter I would like to mention.

The piano dealer, who formerly offered a stool and piano scarf as an extra inducement, now gives a guessing contest involving all kinds of pianos as a real inducement and gets lots of business.

The furniture dealer, strong to close a deal at any moment, was willing to give an extra bonus of some household utility article, but he has gone away beyond his old methods, when he gives with small purchases, articles of considerable value. Thus the premium with small purchases.

Premiums to make more general the use of a standard line of horseshoes, is another of the inducements in the premium field. The Never-Slip Manufacturing Co. of New Brunswick, N.J., published a book containing several thousand desirable articles. Horseshoes are used the world over. Who will get the volume of this business?

Hooks and eyes are used in every home. Koh-I-Noor, who manufacture this kind, and advertise their brand extensively, have perpetuated their goods and created a continuous demand by offering a great variety of premiums, thus encouraging the hook and eye users to use their goods only.

Henry Ford's plan of sharing his profits with his employees by distributing ten million dollars or more of the estimated profits of his business is another argument in favor of the medium. None have seemed to realize that this plan is, after all, nothing more or less than a huge *premium plan.* Thus has one of the richest and most successful manufacturers placed his stamp of approval on *premiums* as an agency for stimulating interest and creating good will.

It has been proved without question that a large percentage of the

(*Continued on page 40*)

ON ACTIVE SERVICE

SEVERAL prominent members of the Canadian advertising fraternity have gone to the Front or are preparing to do so. The latest to go on active service is Lieut. James B. Allen, advertising manager of the *Canadian Courier*.

LIEUT. JAMES B. ALLEN

A few years back, when Mr. Allen was a junior reporter and general utility man on the Stratford *Beacon*, he joined the 28th Perth Regiment, which had its headquarters in that city. He took an officer's course at the barracks in London and was duly confirmed in his rank as lieutenant. For several seasons he performed his annual drill with that regiment and was an acting captain when he left the *Beacon* to join the advertising staff of A. McKim & Co.

Since that time Mr. Allen has not been in active service, but the "call" eventually found him out and recently he took a commission in the 36th Peel Regiment, which has headquarters in Toronto. When Lieut.-Col. Hamilton of that corps was asked to raise a battalion for overseas, Mr. Allen volunteered and was accepted. On December 4th he left his desk and reported for permanent duty.

Although it will be five months at least before his regiment will be sufficiently trained to leave Canada, "Jimmie" hopes to get over to France in time to see the big advance on the Rhine. All orders for German trophies, such as wisps of the Kaiser's moustache, may be sent to Mr. Allen in care of ECONOMIC ADVERTISING, and the editor will see that these are filed in order of their receipt.

Mr. Geo. M. Bertram, managing director of *Canadian Courier* will carry on Mr. Allen's work during his absence and Mr. Allen will find his position waiting for him on his return, which we all hope will be soon

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Quartermaster Sergeant "Bill" Youhill, one of the best known rifle shots and military writers in Canada, formerly of the staff of the Vancouver (B.C.) *Province*, has just returned from the Front, and is lecturing to the various military camps on the Coast. "Bill" was struck with shrapnel, and like Major Armour and Private McLennan, all of the *Province* staff, escaped with a few wounds.

RECENT ADS—GOOD AND OTHERWISE

By The Captious Critic

IT is a time-worn truism; a little leaven leaveneth the whole lump. You can apply it to many things in human activity. In advertising, nowhere is it more consistently applicable and essential than in newspaper copy—the leaven of human interest.

DENT'S
D
GLOVES
"Gee!
that's better!"
One of the most welcome gifts for our Boys "Somewhere in France" is a pair of warm gloves, —they need them. Think of the long days and nights in cold open trenches.
In order to have your gift reach him around Christmas time—you must send them right away.
But—send him gloves he knows will fit properly, are durable and keep the hands as "warm as toast."
Pure Wool Gloves. Wool Lined Gloves.
Fur Lined Gloves and Gauntlets.
Insist on DENT'S

Good use of human interest

Man's feelings are on the surface. His reasoning faculties are locked up, waiting in every instance his own good time to slip back the bolt. In the instant-flash in which a man scans the advertising columns of his newspaper, you have got to pierce his feelings definitely, if you hope to make him stop and pay attention —willingly—eagerly. You can get away with hard facts and definite appeals to reason in the magazines or periodicals a man reads with leisure. But with the newspaper, which he buys to scan hurriedly, it is a different proposition. Here, a little of the leaven of human interest in cut and copy is worth much more to the advertiser than "top-of-column-alongside-reading-matter" any day in the week.

The Dent ad catches the idea thoroughly. The feelings of delight and satisfaction the soldier is experiencing are reproduced in us. It makes no difference if he has used words some of us may refrain from in expressing the same feelings. We catch his spirit and enthusiasm just the same. Place this ad in a jumbled mass of advertising and the spark of human interest it possesses will not fail to burn itself deep into our interest and sympathies. Whoever is responsible for the Dent ad does not spend his time in cloisters. He knows how to rub up against everyday humans in a way that arouses response.

Attractive but unconvincing

Oh, the *Wolthausen!* Well, now, that *is* different! Seems as though there is real style here; alright. And yet—after all—I guess the old derby will do me for awhile. Should last another season anyway.

You see, I *know* the comfort of its fit, and am loathe to lose the ease and lightness with which it rests on my head. Something more than mere pretty pictures is required to sustain the buying interest in we humans. Yes, we *admire* appearance; but we *insist* on comfort, fit and satisfaction. An appeal that combines both features is more certain to loosen our purse strings.

* * *

As a comparison, take the Mennen ad. Just one short jab at our feelings, and—a picture. That short, crisp appeal calls to

Hits like a bolt from the blue

our minds many a sore face and chapped and itching skin. In fact, those few small words sink in so far they saturate our reasoning mind and almost force a decision. And the picture? It points the way to salvation. Here is a different form of publicity copy—suggestive in the extreme—but highly practical.

The Gift He Needs
Give a man "EZE" Suspenders for Christmas and see how delighted he is.
He knows there is at least a year of solid shoulder comfort in a pair of
"EZE"
SUSPENDERS
(PRONOUNCED "EASY")
GUARANTEED for ONE YEAR
LOOK FOR THE WORD EZE ON BUCKLE
The patented sliding cord, that permits freedom of shoulder action, the simplicity of the "cast-offs," and the lasting liveliness of the elastic webbing are features that distinguish "EZE" Suspenders
For gift purposes, select "EZE" Suspenders in Special Patriotic or Fancy Christmas package.
At your dealers, or direct—same price, 50c the pair
THE KING SUSPENDER CO.
Toronto - Canada

Nothing dominant

The "EZE" ad makes me terribly un-EZE. I have been trying for the life of me to rest my eyes on one particular spot at a time. But no, they keep doing a tango from point to point. As for reading the solid matter—well, say—sorry I forgot my glasses. Too many points of equal attention-getting value weaken what would otherwise be a convincing advertisement. One dominant point of interest to relieve and hold the eye would have made all the difference in the world.

* * *

I'm just about sold on Huyler's. I have felt that conviction growing in me all through the series still running in the papers. And now that a definite box has been pictured I am all but ready to capitulate. If Huyler ever attempts to picture the actual "sweets" and get a little of that mouth-melting sensation in the

Black and White Dollar Box.
It is carefully packed with a specially selected assortment of chocolates, moulded in generous size pieces. An unusual box of most attractive chocolates.
Huyler's
FRESH EVERY HOUR
Bonbons–Chocolates
At Leading Druggists and at our Stores
Huyler's Cocoa, like Huyler's Candy, is supremely good

Almost compelling

copy, I, for one, will be compelled to keep a Yale on my trouser pocket every Saturday night.

* * *

I am certainly grateful to the Tillson ad for putting me wise to Tillson's Oats. Otherwise I might have become persuaded to use them on some occasion, no doubt. You see, if I am just as much a man "in spite of Tillson's Oats" (taking the literal sense of the quotation) I might just as well leave them to those who care to spend their money and fill their stomachs with foods of no actual benefit. Do you follow me? Then, the point is: let us be certain of the literal meaning of a quotation before applying it to a product in advertising. The public are likely to form a wrong opinion of our goods.

The libel action of Arthur Charbonneau, Ottawa School Commissioner, against *Le Droit*, has been settled out of court. The action arose out of an editorial in *Le Droit* which criticized Mr. Charbonneau's action in accepting a position on the Commission. It is claimed that as a result of the editorial and the antagonism it caused to Mr. Charbonneau, the Wine Vault Company, of which he was manager, dispensed with his services.

* * *

Geo. Batho, for twelve years editor-in-chief of the *Nor'-West Farmer*, Winnipeg, has accepted the appointment of editor of agricultural publications for the Manitoba Department of Agriculture.

* * *

"Tom" H. Smith, of the London (Ont.) *Advertiser*, and Jno. G. Doherty, of the London *Free Press*, have both received lieutenancies in the 142nd London Overseas Battalion. Clyde Kennedy, of the London *Advertiser*, has been appointed signalling officer of the South Huron Battalion.

A boomerang to be avoided

ANENT CIRCULATION

Kind, Not Amount, the Big Thing in Circulation—How to Unearth the Facts that Disclose the Specific Value of a Paper's Circulation to Your Particular Needs

By C. E. A. Holmes, with Canadian Advertising Agency, Montreal

UNTIL quite recently, all the advertisers wanted to know about a newspaper was the average number of copies it printed and distributed to readers—and the paper with the highest circulation almost always got the advertising regardless of the class of people it reached.

Publishers soon "got on" to the fact that advertisers wanted "bulk" and did not care for quality. Here and there a publisher would attempt to talk quality, but he was laughed out of court by advertisers and competitors by the catch phrase that "when a man talks quality he lacks quantity."

This being the attitude of the advertiser, the publisher had to get quantity. He got it—never mind how or where. Circulations climbed and rates also, yet results did not climb in like proportion. There was a nigger in the fence somewhere and live advertising men soon found out that the increase of circulation by the use of chromos or gifts of automobiles, pianos and ponies is not equal in value to circulation obtained on the merits of the paper, so that circulation is now looked upon in a different light—it's a question of *kind*, not *amount* now.

What an advertiser should know about a paper is:

1st—How many papers go into the *homes*;

2nd—How many papers are sold by the newsboys or newsstands;

3rd—How many papers are actually sold in the city;

4th—What proportion of the total circulation goes out of the city;

5th—How much the paper sells for per copy;

6th—At what price does the paper sell its advertising space.

Bigness is not the last word in circulation—"The pumpkin is prodigious, but not as delectable as the apricot or peach."

You want to know how many papers are delivered at the homes—because statistics prove that a paper in a home is read by an average of 4.6 persons. Consequently the *home* paper reaches 4.6 times more readers than the paper sold at the street corner.

You want to know how many papers are sold by the newsboys or newsstands, because most of the papers bought at street corners are read hurriedly by busy people during spare time at the store or office, or on the way home in the trolley cars. The special news features that the individual is interested in are hastily scanned and the paper dropped into the gutter, or the waste basket, as

soon as the stock-quotations, the scare-head of the latest murder or baseball score, has been glanced over.

You want to know how many copies are sold in the city and how many go out of the city, because the mail edition is of little use to you unless you are a national advertiser or are interested in mail-orders.

You want to know how much the paper sells at—a 2c paper may have a smaller circulation, yet the smaller volume almost invariably means a better quality in the kind of people who read the paper.

After you know these facts it is time for you to ask about advertising rates, so that you may judge what paper is best suited to your purpose—you are able to judge of the value of the newspaper, not by the number of copies it sells or gives away, but by the number of *homes* it enters and influences.

In selecting the media you are going to use don't be influenced by the "claims" or "knocks" of a newspaper solicitor — fortunately that class of solicitors is fast passing into oblivion. Most advertising solicitors fully realize that space is merchandise, and that you have a right to know whether the circulation they sell is all-wool or shoddy, and will give you the information you need.

Don't judge of a paper by the building in which it is established —the gilded saloon recognizes the value of artistic surroundings, but the beautiful fixtures are no evidence that you can make money by dealing with those institutions.

Don't take your own personal preferences and prejudices as the measure of your prospects. The paper you like for your own reading may not be the paper that Michael O'Toole, of Griffintown, or Sir John Van-Shaughnessy, of Sherbrooke Street, likes. And isn't it common sense to say that if you are after the trade of O'Toole and Van-Shaughnessy, you should use the paper or papers they read?

The mental calibre shown by the advertiser who takes his personal likes and dislikes as the measure of the likes and dislikes of his customer, and spends his money in the paper on the basis of considering his own judgment and disregarding the same sort of mental calibre that causes a protestant to refuse to deal with a catholic, or causes a liberal to get out of patience with a conservative.

When you advertise in the paper you like, you are simply advertising to yourself and pandering to your own selfish tastes.

Get the facts—Forget all about religious preferences and politics, they have no place in business, and, by all means don't let the fact that one paper sells its space cheaper than the other influence you in favor of that paper—the "cheapest" paper may be the most expensive in the end.

W. A. Moore, for six years city editor of the St. Catharines (Ont.) *Journal*, has recently become connected with the staff of the *Standard*, also of that city.

Free Press—
"PREFERRED"

THE local and national advertisers who bid successfully for the profitable and growing business from Western Ontario's rich market show decided preference for the **London Free Press** by giving it more display and classified advertising, and more money than they give to any other newspaper published in Western Ontario.

The London Free Press

E. J. GUY, Toronto Representative
61 CANADA LIFE BUILDING PHONE MAIN 2392

Ask us—

When you want to know anything about Edmonton and district, and the possibilities for your product in this territory, write the

EDMONTON JOURNAL

The home paper without which Edmonton and district cannot be covered

EDMONTON - ALBERTA

THE FARMERS *of* ALBERTA

have $90,000,000 to spend this year. Why not advertise where people have the money to buy? **WRITE TODAY** for free copy of Booklet showing in detail where **ALBERTA'S $90,000,000 Pay Cheque comes from.**

The Herald Publishing Co.
LIMITED
Calgary, Canada.
DAILY AND WEEKLY

Eastern Representative, E. J. GUY, Canada Life Bldg.
King St. W., Toronto

MEN AND MEDIA

F. S. JACOBS, B.S.A., for the past sixy ears Managing Editor of *Farm and Ranch Review*, Calgary, has resigned to accept the position of Professor of Animal Husbandry at the Manitoba Agricultural College, Winnipeg. This is the Senior Professorship and carries with it the management of the large 600 acre College Farm. Mr. Jacobs has been succeeded on the *Farm and Ranch Review* by Mr. C. W. Peterson, formerly connected with the C. P. R. Department of Natural Resources and now a rancher and large stockholder in the paper.

* * *

After a connection of thirteen years in the capacity of Managing Editor of the Toronto *Globe*, Dr. J. A. Macdonald has resigned from that position, and Stewart Lyon, who has been associated with him for the past five years in the editorial management, is now appointed to succeed him.

* * *

Smeaton White, managing editor of the Montreal (Que.) *Gazette*, has received an appointment to represent Quebec Province on the Canadian Commission on Hospitals for wounded soldiers.

* * *

The "Fare Refunding Sale" recently put on by the Kingston (Ont.) *Standard*, has proved an outstanding success for both the newspaper and local business merchants who went in on the plan.

The plan was surprising in its immediate effect, so much so that the merchants of Kingston have called upon the *Standard* to repeat the idea. This has just been done and with even better results than on the previous occasion. About 100 columns of extra advertising were carried by the *Standard* on each sale; two merchants alone taking two full pages each. The merchants reported unusually heavy business with many new buyers attracted to the city by the Fare Refunding proposition and accompanying bargains.

* * *

James H. Imrie, formerly connected with *Printer and Publisher* and the advertising department of the Maclean Publishing Company, is now with the Norris-Patterson Advertising Agency.

* * *

Wm. E. Smith, an old Toronto boy, and late of Vancouver, has opened an office in Dominion Bank Bldg., Toronto, where he will represent the Calgary *Albertan*, the Edmonton *Bulletin*, and Vancouver *World*.

* * *

Two more United States papers have been placed under the ban by the Post Office Department. The *Narodi List*, a Croatian daily paper published in New York, and the *Irish Voice*, a Chicago weekly. Not only are both papers debarred the use of the Canadian mails, but anyone found having them on his person is liable to a fine of $5,000 or five years imprisonment.

The Daily Average Circulation of

THE EVENING RECORD

(WINDSOR)

for October was

9,266

(not including 15,000 extra)

Advertising Rates (Plate)

Under 1,000 lines	-	3c. per line
Over 1,000 lines	-	2c. per line
Over 5,000 lines	-	1¾c. per line
Over 10,000 lines	-	1½c. per line

John A. McKay, Publisher

Many of the biggest Advertisers in Canada and the United States are patrons of the Hamilton Newspaper Union List.

This is no idle boast, as our Record paper will show.

Let us mail you a copy, and, at the same time, tell you how little it costs to reach the 50,000 homes in Ontario covered by this List of 60 weekly papers.

Hamilton Newspaper Union

HAMILTON, ONT.

Greater Buying Power Per Capita

No one who considers the Catholic Clergy—Convents—Seminaries—Colleges—Schools—and the best Catholic people from Coast to Coast, but realizes the wonderful buying power of

The Catholic Record

SWORN CIRCULATION

29,500

But only by the use of the Catholic Record can you fully appreciate the extent of its influence or the buying habits of its selective following.
Ask your Agency for advertising rates, or write to The Catholic Record.

484-486 Richmond Street
LONDON - ONTARIO

Private Oscar Hennings, formerly of the circulation department of the Toronto *News*, is one of the invalided survivors of the original "Princess Pats" who recently returned to Toronto from the trenches.

* * *

The *Canadian Book News*, a monthly recently established by the Maclean Publishing Company under the management of Findlay I. Weaver, is now appearing in new dress and enlarged form, the name being changed to *The Booklover*. The new periodical essays to meet the call for a Canadian literary review.

* * *

"Jack" Pritchard, formerly of the Montreal office of the Toronto *Globe*, is now in the home office. J. C. Ross, formerly of the Toronto *Journal of Commerce*, has been appointed to succeed Mr. Pritchard in Montreal.

* * *

Commencing with December 1st the Moose Jaw (Sask.) *News* was issued as an evening instead of a morning edition.

* * *

Lorenzo Prince, managing editor of *La Presse*, Montreal, has resigned in order to be a candidate for the position of City Librarian.

* * *

Gordon Hamilton, a member of the Toronto *Globe* staff, who went to England in June last with the University of Toronto Battery as a private, has been promoted to the rank of lieutenant in "C" Reserve Battery of the Royal Canadian Horse Artillery.

THE POWER OF THE PREMIUM

(*Continued from page 30*)

circulation obtained through contests, bargain offers, the use of premiums, etc., may be depended to stick with any good paper, and so long as the subscribers pay, the quality may be considered as high as that of any circulation obtained through any other method. I know from experience that it is an easier job for the advertising man to convince a big advertiser that his big circulation has quality, than it would be to convince him that a sickly circulation, although lacking quantity, has quality.

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Every Person

—whether they are at home or abroad on the streets, will know about your goods if they are advertised in the daily papers.

This is true, though only of the daily paper, as all other forms of advertising are dependent on certain conditions.

The daily newspaper, however, goes to everybody, rich and poor, every day.

So if you wish any class of Toronto people to know about your goods, advertise them in

THE EVENING TELEGRAM

The number of "TELEGRAMS" read every evening in Toronto, is many thousands greater than that of any other paper.

Daily Average Circulation last week, in Toronto alone

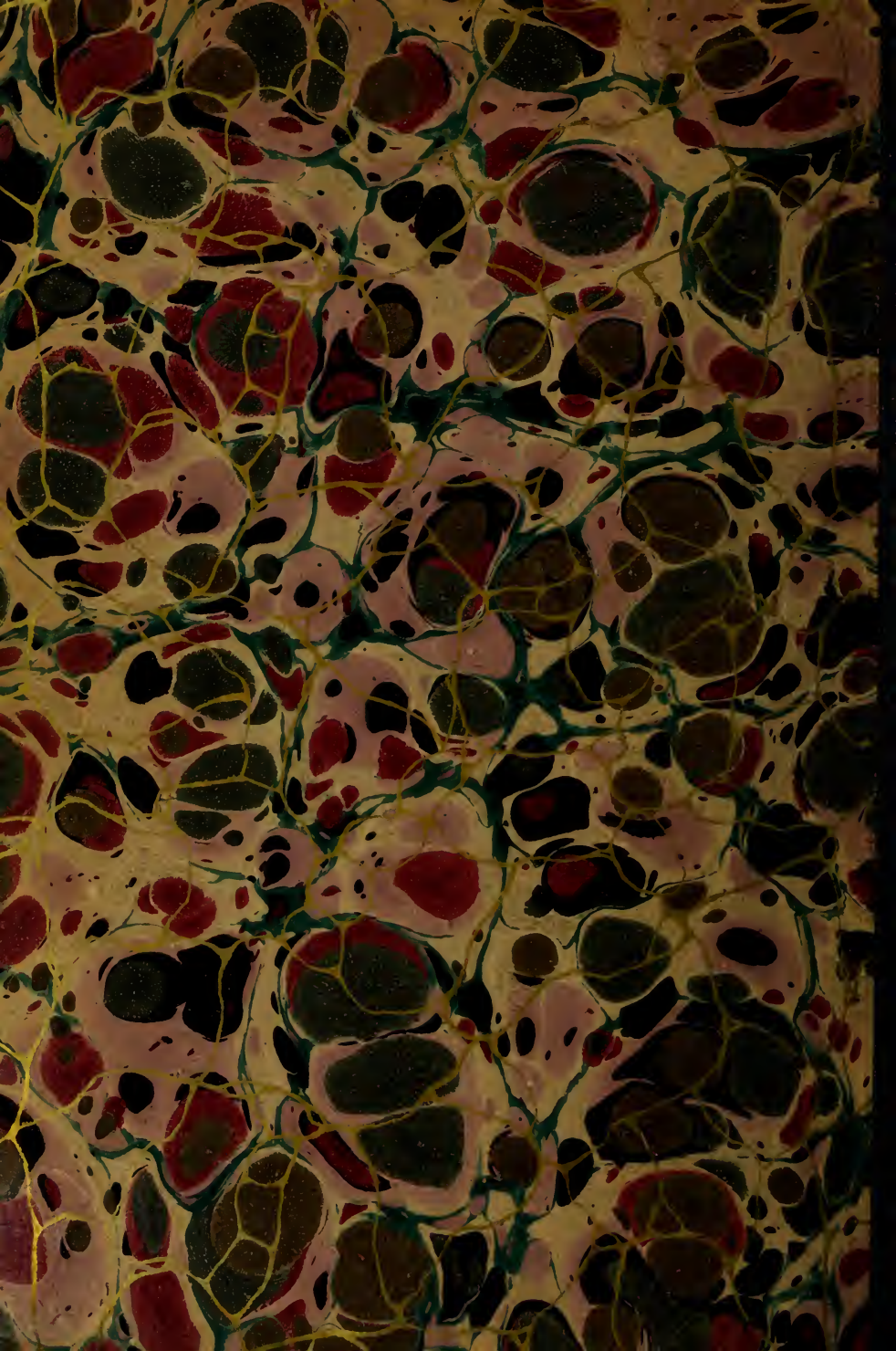
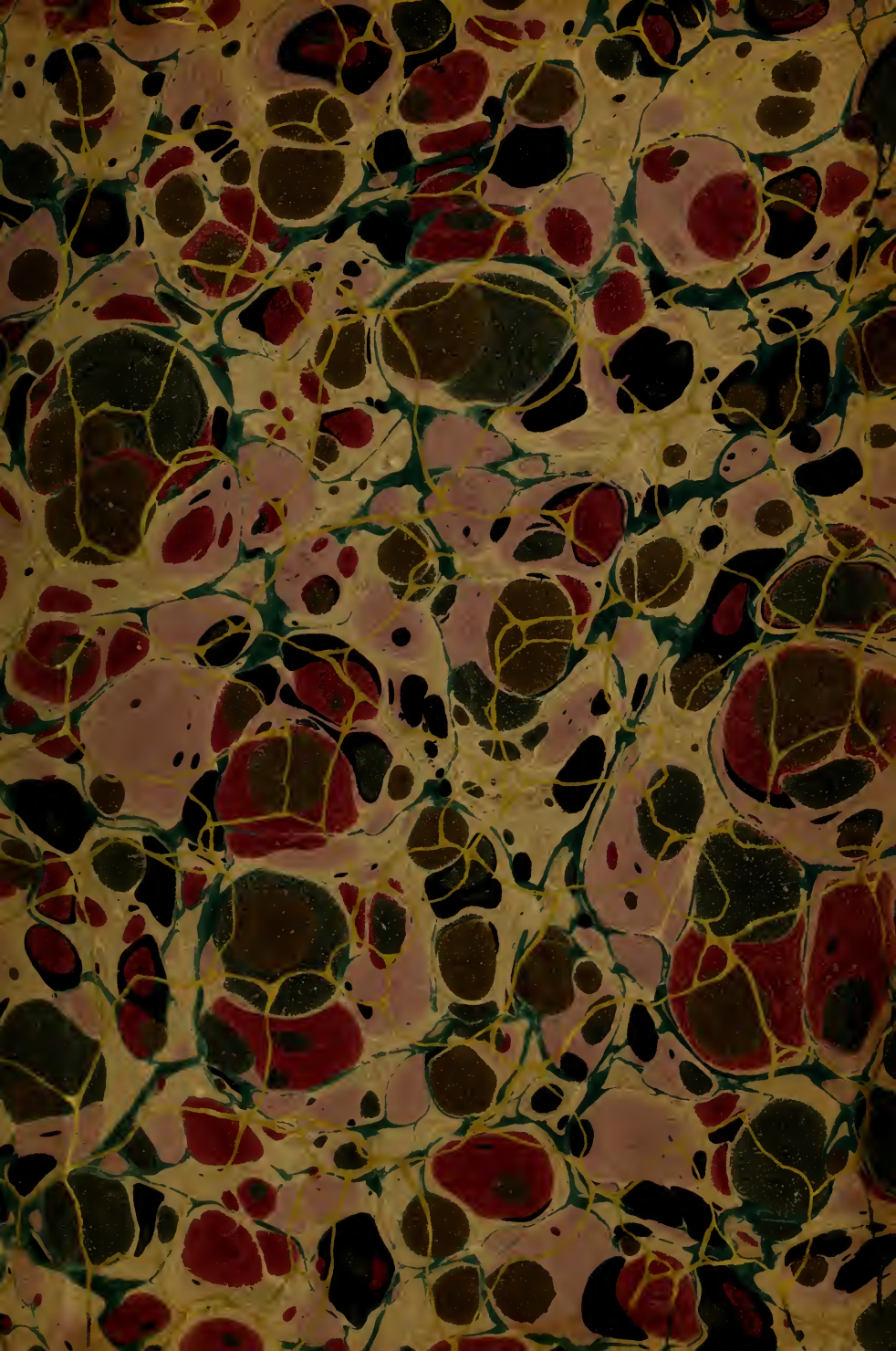
81,384

(Total 86,939)

You Can Advertise a Camel

If you had a camel for sale and advertised it in the Toronto Morning and Sunday World, the results would be almost certain to be disappointing. Advertise any other article, however, for which there is likely to be a reasonably fair demand and you will find the returns instantaneous and highly satisfactory.

In The Morning World you get the morning paper that for years has been first favorite of most Toronto people. In the Sunday World you get the best of the Toronto Weekly papers with a circulation equalled by only one other paper in the wealthy Province of Ontario.

On a five thousand line combination contract covering both papers the cost is less than one tenth of one cent for each 1000 circulation. In making up your list of papers for use during 1916, be sure to have your advertising agency include both The Daily and Sunday World. For new card of rates and further particulars address

The Toronto World 40 West Richmond St. TORONTO